

# **The Research and Practice of College Environmental Culture Education Model in the Micro Era**

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**Keywords:** Micro Era; College and University; Education Model

**Abstract:** With the development of science and technology, the continuous updating of mobile media, the emergence and arrival of QQ, Wechat and Weibo, as well as the daily use of Taobao, take-out and other platforms, all mark the micro-era has arrived, bringing great convenience to people's production and life. It has opened up a new type of high-speed communication channel, and also established a more extensive communication platform to promote the speed of information exchange. This puts forward higher requirements for the education of environmental culture in colleges and universities. This paper summarizes the application of micro-era in the education mode of environmental culture in colleges and universities, and puts forward the theoretical basis of the research, which provides a direction for colleges and universities to carry out the education mode of environmental culture.

In the micro-era environment, people's life has undergone tremendous changes, which is very different from the traditional way of life. The micro-era is premised on the advanced Internet technology. For example, the use of Wechat and micro-blog can only be used normally when the data network is turned on. The chat and dialogue between people do not need to meet "across mountains and rivers" to chat, and can be transmitted through the network for thousands of miles. The arrival of this micro-era has also brought about significant changes to the environmental and cultural education mode in colleges and universities.

## **1. The connotation and characteristics of the micro-era**

### **1.1 The connotation of the micro-era**

The rapid development of network technology and the high coverage of information data network have accelerated the pace of social life and replaced the traditional communication mode between individuals. Weibo and wechat constantly penetrate into people's daily lives, so a new way of life has arisen. Micro-era is based on data information, using data network as the medium, and using digital communication technology. It is presented in many forms, such as text, image, sound, etc, so that users with mobile terminals can easily control Wechat and Weibo. The arrival of the micro-era is gradually changing people's way of life and production, which also marks the arrival of a new era revolution.

## **2. The features of the micro-era**

### **2.1 The popularization of information dissemination**

In the environment of the micro era, the Internet and related technologies have been widely used in mobile devices. As long as there is traffic flow, you can always pay attention to the dynamics of your WeChat and microblog, record your joys and sorrows on it, freely express your thoughts and have the initiative of the words. At the same time, smartphones have entered the market at a lower price, ensuring that people with low economic levels can also use smartphones. This has also opened the door for the self-media. Therefore, everyone is a disseminator, producer and receiver of self-media.

## **2.2 The interactive nature of information**

In the age without the information network, people obtained information through the spread of newspapers, radio and social individuals. The acquisition of information was one-way, and people could not interact with each other in a timely manner. Moreover, it is impossible to choose what the media will broadcast. The advent of the "micro-era" has greatly improved the interaction between people and the expression of their own views and opinions. People have gradually become discussants of various topics, increasing the interaction between people to a large extent and enriching the content on the Internet, thus promoting the emergence of self-media.

## **3. The implementation of distance education model of university environmental culture in micro-era.**

### **3.1 The feasibility of micro-environment education model**

Innovating micro-environment education model is to adapt to the development of the times. Because of its barrier-free interactive communication, extensive communication content and diversity of communication methods, it has been favored by the majority of students. With the help of the new trend of the times, we can enrich and innovate the work of high-efficiency environmental culture education, which is of great help to the college students to set up the correct consciousness of protecting the environment. At present, the Innovation and development of college students' environmental culture education mode is more and more intense. In the environment of micro-era, college students are the main body on micro-platform, where they can speak freely, express their views and opinions, and also communicate with each other. In the environment of the micro-era, students can receive knowledge not only from teachers in the classroom, but also from a large amount of information online, which can satisfy students' learning and understanding of all kinds of knowledge. Therefore, the enthusiasm of the students for learning is increased, and the time and place for learning are no longer restricted.

### **3.2 Concrete measures to implement the model of environmental education in the micro-era**

The word "micro" has gradually entered into all areas of our lives. Major businesses use micro-platform to provide more convenient services for customers, communities also use micro-platform to manage residents' affairs, various units also use micro-platform to provide more convenient services for people, and the cultural industry can promote various public undertakings through micro-activities. The application of micro-products and the environmental cultural education model of colleges and universities has also become a new type of teaching mode. Colleges and universities have the basis of using micro-carriers. Reasonable management and planning of the use of micro-carriers will definitely help colleges and universities to better conduct the environment. It not only broadens the knowledge but also enhances students' enthusiasm for learning. The concrete measures for constructing the environmental education model in the micro-era can be carried out from the following three aspects: First, the environmental education platform in the micro-era should be set up. The establishment of the platform is conducive to the improvement of university students 'self-consciousness, so that teachers and schools can keep up with the pace of students, grasp the students' psychological dynamics, and better serve the teachers and students. Secondly, to cultivate the ability of using micro-carrier for educators. The coming of the micro-era not only provides opportunities for educators but also brings great challenges. The improvement of "micro-carrier" 's ability to use will help to improve the comprehensive quality of educators and the comprehensive ability of micro-information, thereby improving the educational capabilities of educator teams. Thirdly, to create a comprehensive teaching method in micro-teaching. "Micro-classroom" is a digital teaching and learning resource. It requires the use of a micro-carrier platform and operates in the network to achieve the purpose of supplementary education. It can provide targeted and reasonable teaching to students, and improve teaching efficiency.

## **4. Distance education model based on micro-era college environmental culture**

### **4.1 The factors that limit the development of distance education model**

First of all, the lack of technology. The original form of distance education was correspondence education, which mainly relied on correspondence technology to realize the communication and learning between teachers and students. In the micro-era environment, it promotes the development of distance education and improves the learning efficiency of distance education. Obviously, the development of information technology determines the development of distance education.

Second, the impact of the traditional education system. The distance education mode of our country adopts the western education mode, which has not broken through to a great extent, and mainly depends on technology in the development process, which leads to the lack of system guarantee for the distance education mode of our country.

Third, ordinary colleges and universities rely on culture. Most of the distance education that we now implement is carried out in ordinary universities and is still based on the original culture. However, most of the practitioners of distance education also come from universities. They are particularly rich in the atmosphere of their original culture, which naturally permeates their work in teaching, and subconsciously identify with and accept the cultural traditions of higher education. Therefore, the subtle cultural factors in colleges and universities are also one of the factors restricting the development of distance education.

## **5. Clear the development direction of distance education**

The implementation of distance education model is to build a learning society, and apply it to all walks of life. With the continuous development of China's economy and the continuous progress of science and technology, knowledge has become the driving force for social reform and educational development. Learning is no longer just to meet one's own needs, but is also an indispensable key link for the advancement of society. Therefore, learning for all has become the trend and inevitable requirement of social development. In today's "micro-era", educational resources have been continuously expanded in the micro-era, but this is far from meeting people's needs. Therefore, distance education should not only develop in the micro-era, but also get rid of the influence of traditional culture, so as to meet the needs and aspirations of learning for all.

## **Conclusion**

The continuous application of the "micro-era" carrier of environmental culture education in colleges and universities can broaden the ways of environmental education and teaching for college students and increase the fields involved in environmental education for college students. However, it is both an opportunity and a challenge for educators. Therefore, it is of far-reaching significance to keep up with the pace of the times, give full play to the advantages of the "micro-era" and continuously develop and innovate the environmental culture education mode and educational carrier in colleges and universities.

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