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Research on the Impact of Short Video on Electronic Education - Take the News and Communication Education System As An Example

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Abstract:

With the rapid development of technology today, big data, artificial intelligence and 5G network gradually play a significant role in people's life. Technological progress has brought about great changes in the education ecosystem, and the COVID-19 epidemic has also pressed the "accelerator button" for the global online education industry and industry transformation. For promoting the fairness of education, the emergence of short video platform makes e-education timely. In the past, online teaching as an "accessory" of school education has gradually been deeply embedded in the existing education ecology and system, which poses great challenges to education practitioners. In order to explore how to apply the communication advantages of short video to online education, the article analyzes the four influence directions of short video on online education: innovating teaching methods, promoting educational reform and intelligent evaluation, enhancing the communication effect, and discusses the enlightenment of the development of short video to the optimization of the mode of news communication education system.

Keywords:

E-Education, News and Communication Education, Short Video, Education System Model

1. The Current Situation of "Short Video + Electronic Education"

E-education is a new mode of content communication and rapid learning gradually developed based on the ever-changing Internet technology and application of

information technology. Relying on the development of new media platform, it is characterized by diversified learning forms, diversified learning terminals and diversified learning content. The TikTok APP was launched in 2016, and the new media form of short video quickly entered the public eye. Therefore, during the epidemic prevention and control period, short videos have become an important medium of e-education. COVID-19 has pressed the “acceleration button” for the reform of the education industry. Offline education has been suspended several times, and online education has been placed high hopes. Therefore, the short video platform has been endowed with the special mission of “suspension without suspension”. Under the advocacy of the Ministry of Education, the deep integration of “Internet + education” has brought great changes to the education ecosystem.

In 2019, the short video platform “TikTok”, Communication University of China and China Education Television jointly released the Encyclopedia of Growth - Short Video Social networking and Youth Education Research Report, formally putting forward the concept of “short video for educational content”. Subsequently, the derivative concepts such as knowledge short videos and popular science short videos have emerged. The COVID-19 pandemic has made large-scale online education the new normal in education, and the status and role of short videos in the education ecosystem has been fundamentally changed. The intensity, breadth and density of e-education embedded in the education ecosystem have been fundamentally improved.

The news communication education ecosystem is an open self-organization and adaptive structural system, which can adjust itself through the subject behavior and has certain intelligence. Electronic education takes the network as the carrier, and relies on students, the network and teachers to form the “person - machine -person” system to carry out educational activities, with the characteristics of physical “absence” of different field activities. Important elements in the education ecosystem, such as policies and regulations, are also undergoing adaptive changes. The demand for the production, dissemination and popularization of news knowledge is increasing, ideological factors in risk societies are more prominent, and the development of intelligent devices and technologies has broken through the limitations of places.

In the post-epidemic era, how to help short video make e-education better embedded in the education and ecosystem, and create a benign development of news and communication education ecology has become a problem that needs to be jointly explored and solved by university education researchers and industry practitioners and other related interests.

2. The Impact of Short Videos on Online Education for News Communication

2.1. As a tool of educational communication: innovate teaching methods and promote knowledge popularization

Short videos, based on new media platforms, can vividly and intuitively embed teaching content into e-education. COVID-19 has driven the development of online education APP, allowing learners to learn without time and space. Short videos combine pictures, text, music and other forms of expression to make the teaching content more vivid, reduce the learning burden of learners, and is a functional “compensation” for offline teaching. The rise of online education makes short video

become a new educational communication tool, providing a wider dissemination range for educational content and promoting the popularization of knowledge.

Influenced by the influence of short videos on online education, the news communication education ecosystem needs to integrate the essence and characteristics of teaching content and be fully embedded in the learning, cognitive and behavioral framework of learners. There are mainly the following several aspects:

First of all, there are a large number of UGC content on the short video platform, and the massive and diversified learning content provides an important basis for online education to be embedded in the news and communication education system. At the same time, creators build a knowledge pedigree for learners on the platform by producing high-quality content. In the new media era of the development of 5G technology, the “ride” of short video “with” short video is emerging. Micro-course has become a popular digital educational resource, and the knowledge-centered content structure and teaching narrative techniques promote the development of educational short video. Similar forms, such as Chinese University MOOC, Xuetang Online and other e-education platforms, have launched tens of 10,000 excellent courses, but there are still few excellent courses in journalism and communication. Therefore, e-education platforms should optimize the dissemination of content to attract more users with high-quality courses. At the same time, the platforms of relevant industry associations should conform to the development trend of The Times, grasp the situation of news communication education, lead the investigation of high-quality general courses and practical courses of the whole network, extensively collect digital resources such as text, audio, video and video, and promote the innovation of classroom teaching mode of news communication. Second, short video platform can provide personalized content services, such as considerations based on different learners ability to adopt stratification principle, adaptation of different digital resources, difficult by easy to difficult knowledge system and expand characteristic content, and some universities try to build professional characteristics of more popularization and promotion, such as legal news, financial news, international news, sports news and other professional, can be further improve the through online education training mode, according to the future professional demand tilt learning resources, minor in a adaptation of communication disciplines, build wisdom teaching ecology.

Secondly, in terms of content narrative mode, online education learning of news communication should adopt live-person teaching, reducing recording courses and introducing virtual practice teaching, so as to create a real learning situation like offline classroom. For example, the bullet screen function is added to the online course, and learners’ immediate questions can be played simultaneously, and the bullet screen like function is supported, which simulates the sense of presence of many learners online at the same time and attracts learners to enter the immersive state.

As an educational communication tool, its interactive, fragmented, civilian and embedded features not only innovate the teaching methods of online education, but also is an important way to promote knowledge popularization. By June 2023, China’s Internet penetration rate had increased to 76.4%, and the gap between urban and rural penetration rates has gradually narrowed. The short video platform has a large number of rural users, so embedding the short video into the online education

system has certain advantages in bridging the gap between urban and rural areas and promoting knowledge popularization.

2.2. Joint organization embedding: build a learning network to promote educational reform

In the news and communication education ecosystem, there is a subjective and active element, namely the educational organization, which determines the operation strategy and optimal allocation of the education ecosystem to a large extent. Therefore, the short video platform needs to bind the learning network of learners to play its advantages in the news communication electronic education system. There are mainly the following several aspects:

First, build a school-school cooperation platform, strengthen the sharing and opening of quality courses among universities, and build a long-term mechanism to promote educational equity. From the current development situation of MOOC in Chinese universities, there is a trend towards the SPOC model (i. e., Small Private Online Course small-scale restricted online courses). Therefore, it is necessary to open up the course sharing channel between strong and weak schools in news communication, reduce the entry threshold of high-quality courses through the short video platform, and alleviate the imbalance of the allocation of educational resources. Secondly, colleges and universities should increase the investment in online courses, encourage more colleges and universities to devote themselves to the construction of national high-quality course platform, improve the course system design by gradient, and use short video platforms to launch short and concise micro-courses, in line with the way of users' information receiving, so that the sharing of resources can reach every corner. Third, an online media integration laboratory can be established to match students from different schools and different academic backgrounds with each other, work together, broaden their horizon, break through the discipline boundaries in the way of independent learning, and improve the adaptability of journalism and communication disciplines.

Second, build a platform for school-enterprise cooperation, so that news media organizations and universities can carry out educational cooperation with them. With the popularization of TikTok, short video social software and other Kuaishou, educational short video blowout emerge, and intellectual elites from all walks of life continue to join the content creation. Because of the professionalism, criticism and innovation of its own knowledge, as well as the humor and unique expression style, this PGC video creation method can often attract more users. Therefore, building a school-enterprise cooperation platform and producing courses together can effectively make up for the lack of practice and innovation ability of existing university teachers in news communication teaching. The rise of online academic salons during the epidemic also provides more space for building a school-enterprise cooperation platform. For example, netease, Tencent, Hedgehog Commune and other new media organizations have arranged the field of online education and training in the form of short videos, and online seminars gather university professors and industry professionals to become a bridge connecting the university and enterprises. The results of the seminar are presented in the form of short videos, breaking the boundary of time and space, expanding the scope of communication, and promoting the development of news, communication and education ecology.

Third, build a platform for political schools and strengthen the educational cooperation between government propaganda departments and colleges and universities. Colleges and universities provide more intellectual support for the government, and the government provides colleges and universities with ideological non-human organizational guarantee such as policies, systems, laws and regulations. On the one hand, it is to supply communication talents for the government propaganda departments. Specifically, journalism and communication educators actively participate in government work. To provide the government publicity departments with public opinion analysis, public opinion guidance, news spokesman training and other digital course resources construction, the Institute of Media and Public Affairs of the Communication University of China, jointly established by the Propaganda Department of the CPC Central Committee and the Communication University of China, is its model. Since its establishment in 2013, it has provided strong intellectual support and online information services for the dissemination of national public policies, public credibility construction and the training of news spokesmen; The other hand is to provide online spokesman training for non-governmental publicity departments. In particular, the Ministry of Health, the Ministry of Foreign Affairs and other departments that often need government public opinion response. To ensure that they do not lose their voice and absence when dealing with major emergencies and social hot spot events, reduce the secondary public opinion caused by response errors, avoid damaging the credibility and authority of government information release. Through excellent government spokesman and academic senior public opinion professor joint online guidance, aims to create a batch of quality media literacy, to adapt to the whole media era network public opinion ecological “star”, can the first correct response to public concerns, and is good at dealing with the media, play a public opinion, understanding, should the opinions of the bridge and the link.

Based on the information age learners in the form of knowledge demand and content, and thus depicts the new picture of media education, electronic education with the help of a short video better embedded news communication education ecosystem, is committed to build a resource sharing, flexible open education ecosystem, form the traditional offline education sustained effective drive, and promote education change.

2.3. As a teaching support tool: Embedding the evaluation system to promote intelligent evaluation

The most result-oriented element in the news communication education system is the evaluation mechanism. The intelligent evaluation of online education emphasizes the collection and sorting of behavioral data, which can better guarantee the objectivity of the evaluation. The short video platform provides data analysis tools for creators, and big data can provide an objective and quantitative reference system for teachers to improve the teaching content of short video. For example, the creator service center of the TikTok platform can view the real-time data of the works, which can not only see the regular data such as the number of views and likes, but also show the curve of the proportion of viewers changing with the progress of the video. That is to say, creators can roughly learn the evaluation of the work in the hearts of the audience through the platform data. The short video platform uses big data technology to enable online education to be embedded among learners, teachers and universities, divorced from the subjective evaluation mechanism of offline education classroom,

and can better promote the improvement of practical teaching quality. There are mainly the following several aspects:

First of all, for students, a short video platform of intelligent evaluation system can truly record the status of online learning, and through the students of the course, topic correct multi-dimensional indicators to determine the students' ability and level, complete the real-time evaluation of its learning results, to develop intelligent, personalized remedy.

Secondly, the evaluation system of news communication teachers should break the rules focusing on papers and scientific research achievements, and the ability level of online education can be included in the evaluation standards. Short video platform data analysis tools can clearly present what content, teachers can according to the data results analysis and adjust the course teaching content and rhythm, test course content is refined, attractive, also can also through the peak of video data to analyze the students' interest, so as to further optimize the news course content design. The short video platform provides more diversified index dimensions for the teacher evaluation system, and can comprehensively evaluate the teachers' ability based on the evaluation effect of students. At the same time, short videos are rich and vivid in content forms, making the sharing of teaching resources more convenient and fast, and improving students' learning enthusiasm.

Thirdly, the intelligent evaluation of the short video platform can integrate the online education results into the comprehensive teaching evaluation system, innovate the teaching evaluation mechanism of colleges and universities, and broaden the evaluation dimension, so as to continuously optimize the teaching content, connect online and offline, and broaden the boundary of education. Therefore, embedding intelligent evaluation into the news communication education system is conducive to innovating the online education evaluation system and scientifically evaluating the teaching ability of universities, so as to further promote the reform of intelligent teaching evaluation.

2.4. Pay attention to the development and embedding: cultivate compound talents and enhance the communication effect

In the journalism and communication education ecosystem, teaching talent is an essential element. Short videos are embedded in online education through intelligent communication, which not only focuses on the learning achievements and all-round development of learners, but also puts forward higher requirements for teachers. There are mainly the following several aspects:

In terms of professional teaching ability, in the era of intelligent communication, teachers are no longer the instructors in the traditional sense, but also the communicators of students. The rich and vivid expression forms of short videos require the emergence of "new teachers", which puts forward higher requirements of "both profound knowledge and interesting teaching". Therefore, in the face of the rapidly changing external environment, promoting interdisciplinary teaching and realizing the deep-level and diversified curriculum integration and sharing should be the future development of the news communication education system. Journalism and communication talents in the new era should be interdisciplinary compound talents, not only journalists and editors who can "shoulder morality" in professional mainstream media, but also integrate the professional knowledge of journalism and communication with other disciplines through new media forms such as short videos,

so as to provide more extensive journalism and communication education for the society. Short-term videos of education have the characteristics of life and situational development. Compound talents should create personalized and guiding teaching videos based on students' ability and interests. Firstly, in the short video platform, the teacher can break the professional knowledge except news communication; secondly, the teacher should master the communication characteristics of the integrated media platform and flexibly use short video and other multimedia means to report the teaching, which is conducive to the rapid integration and distribution of information; Thirdly, the personal brand effect of the teacher is particularly prominent in the short video era. For example, the popularity of Luo Xiang, a famous legal teacher, on Bilibili, TikTok and other platforms shows that the personalized image with distinctive characteristics can precipitate the audience in the era of fragmentation, and the online education of news communication can achieve twice the result with half the effort.

In terms of emotional teaching ability, according to the theory of "the medium is a metaphor" proposed by Neil Bozman, the specific form of the media will prefer a certain special content, thus shaping the characteristics of the whole culture. Therefore, short videos are embedded in the online education platform, and with the help of the virtual nature of the Internet, they can create a relatively relaxed and free learning atmosphere, so that the two sides can get a sense of dialogue of equal communication. "Internet Human Society observer lover" is the signature of Dong Chenyu, a teacher from the School of Journalism of Renmin University of China, on the home page of the Bilibili platform. At present, Dong Chenyu has attracted more than 100,000 followers on the platform. Faced with his own "exit", he described himself as a "touchable, down-to-earth scholar". Dong Chenyu often tells the phenomenon of news communication with Internet hot words, personal experience and other elements that students are happy to see, which can not only quickly shorten the distance with students, but also make obscure theories spread with easy colloquial expression. Students also use online education platform, short video platform and other communication tools to interact with them, and achieve the teaching purpose in heuristic and experiential teaching. In addition, short videos can assist in the emotional mobilization of online education classes, which is of great benefit to the reserve news talents to accept the infiltration of the Marxist news view. During the outbreak, emerged a large number of news ideal faith, brush and lens on epidemic prevention and control of a model reporter, invited them to attend online lectures, will experience as the most vivid teaching samples, combined with "retrograde" graphic, image elements for story, vivid intuitive short video, can constantly radiation more news students, guide the solid news ideal, strengthen the feelings, create a new situation of marxist news education.

3. Future Expectations

The evolution of media affects the form of information dissemination, and the development of short video has brought innovation to the online education system of news and communication. To promote the ecological reform of education, we need not only the embedding of short videos, but also the application of new media platforms by compound talents who adapt to the development of The Times. Seeking integration with teaching-related interests can not only improve the teaching quality level, but also broaden the learning efficiency of learners, and promote the coordinated development among various elements of the educational ecosystem.

With the continuous development of the “short video + education” mode, the pattern of the news communication education ecosystem will be amplified, from cultivating media professionals to improving the media literacy of the whole people, in order to realize the universal benefit of news communication education at the audience level and provide a source of power for the social health media ecology. The training path can be mainly divided into three aspects: first, the transfer of the course layout position to the social media. If you access the wechat “video number”, TikTok, Kuaishou and other short video platforms and other channels, expand contacts with the public, lower the threshold for public acceptance; Second, the course form adopts the interactive design, for the public to actually participate in media content creation. A better understanding of the media operation mechanisms and information release processes, and the function of the media to construct reality. For citizens to correctly interpret media messages, learn the communication skills of the media in press releases; Third, the innovation of the course content and elements, the lecturer is set up as the “red man” teacher in the academic industry, explore the personal characteristics of teachers, to stimulate the civic interest in learning, and turn boring expertise into interesting case analysis, encourage citizens to participate in media creation, cultivate more professionals in various fields like Zhong Nanshan and Zhang Wenhong who make good use of the media voice.

Based on the current national conditions, looking at the international education vision, and focusing on the national policies such as “Belt and Road”, online education is also a new path to innovate the international talent training mode. Promoting the innovative new mode of “Internet + Chinese education communication” can effectively promote economic and cultural exchanges. For example, we will use the Internet to build a “Belt and Road” high-quality education resources sharing platform, build an online education platform with news communication characteristics with “Belt and Road” countries along the belt and Road, and realize the “shipbuilding and sailing” of Chinese culture in the form of new media such as short videos. Through the dissemination of micro-videos, students from different countries can choose courses according to their level of resources. While improving the cognition level of the news and communication systems of different countries, they can also inject more international elements into the online education of journalism and communication, and promote the construction and implementation of a community with a shared future for mankind in the educational dimension.

4. Conclusions

To sum up, short video mainly has four significant effects on the development of online education. It realizes the deep embedding of the education ecosystem in the four dimensions of form, structure, evaluation and development, which expands the education space and curriculum capacity, and becomes an opportunity to force the education reform. But online modeling alone is not enough to transform the entire education ecosystem. In terms of future development, online education on the one hand should solve the problem of insufficient technical support [3], committed to technological innovation and promote the construction of “new infrastructure” in education. On the other hand, it is also necessary to break free of the shackles of technology, build a controllable intelligent learning environment, and press the “protection button” of knowledge copyright. The mode of online education deeply embedded in the news communication education ecosystem should also open the function of self-improvement and self-renewal, and constantly adapt to the new needs

of society and technological development. In the future, online education for news and communication should further connect the connection between various elements within the system, optimize the connection between online and offline, and strive to build a transparent and open, self-enabled education ecosystem with integration ability.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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