

Educational Management Pathways for Cultivating University Students' General Literacy in the Short Video Era

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Abstract:

Short video has gradually evolved into an important force to reshape the social cognitive structure and reconstruct the information dissemination ecology. The purpose of this article is to explore the coping strategies of cultivating university students' general literacy under the background of short video era. This article analyzes how algorithm recommendation, fragmented reading and visual hegemony reshape university students' cognition and values, and points out that it is difficult for traditional bureaucratic management to keep up with the rapid changes of network culture. The research puts forward the value-oriented concept of transforming from management and control to guidance, advocates the deep integration of media literacy and professional literacy, and designs a cross-departmental collaborative management mechanism. Finally, a general education support system is constructed, which integrates physical space transformation, digital platform construction, teacher empowerment and institutional incentives. Through concept renewal, mechanism innovation and systematic reconstruction of ecological conservation, universities can solve the risk of cognitive superficiality brought by short videos to a certain extent.

Keywords:

Short Video Ecosystem, General Literacy, Educational Management, Collaborative Governance, Immersive Support System

1. Introduction

Short video is no longer just an accessory to entertainment, but has evolved into a key force to reshape the social cognitive structure and reconstruct the information dissemination ecology [1]. Short video, with its characteristics of fragmentation, visualization and algorithm, has changed the way of information acquisition and thinking habits of university students [2]. The drastic change of this media environment has challenged the traditional general education system in universities [3]. As the core carrier of cultivating university students' sound personality, critical thinking and interdisciplinary vision, the logic of general education needs to be re-examined in the context of short videos.

At present, university students are in the critical period of forming values and building knowledge system. They are both heavy consumers of short video content and potential creators [4]. The information cocoon effect constructed by the algorithm

recommendation mechanism can easily lead to students' narrow vision and fall into the circular feedback of homogenized information. Fragmented reading mode may weaken its ability of systematic thinking and deep logic deduction. The trend of over-reliance on visual sensory stimulation may have an impact on the cultivation of rational judgment [5].

On the premise of respecting students' subjectivity, how to guide them to become rational content examiners and active value creators has become an urgent issue in the current education reform [6]. The education system needs to break the inertia of traditional management thinking and build a new model of cultivating general literacy that adapts to the characteristics of new media environment. The purpose of this article is to explore the educational management way of cultivating university students' general literacy in the short video era, and to help university students stick to the rational background in the torrent of traffic.

2. Reconstruction of General Literacy by Short Video Ecosystem

(1) Algorithm-driven information cocoon effect is narrowing students' knowledge boundary. Based on the accurate push of user behavior data, short video platform tends to continuously strengthen individual's existing interest preferences. This may cause students to stick to a specific topic circle invisibly, and it is difficult to reach multiple viewpoints and heterogeneous information. This closed information cycle hinders the interdisciplinary vision and the acquisition of extensive knowledge advocated by general education, making it difficult for students to form a systematic knowledge structure.

(2) Fragmented presentation is dissolving the ability of deep thinking. Short videos usually focus on audio-visual language with short duration, strong rhythm and high stimulation. This fast-moving consumer-oriented communication mode caters to the psychological needs of immediate satisfaction, but naturally excludes deep reading that requires long-term concentration and logical deduction [7]. In the long run, university students are used to browsing information by leaps and bounds, and gradually lose their tolerance for long texts and patience for digging deep into the essence of things.

(3) Visual hegemony and emotional mobilization are interfering with rational value judgment. In the context of short video, images are often above words, and emotional resonance is often superior to fact checking [8]. This post-truth feature is easy to induce emotional polarization, which makes students more susceptible to inflammatory remarks when facing social hotspots and lacks independent and objective examination ability.

3. Predicament of Traditional General Education Management Mode

At present, the management of general education in universities is still deeply influenced by traditional bureaucracy and linear thinking, and it is difficult to effectively respond to the complex challenges in the short video era. In the face of the ever-changing network culture and algorithm recommendation mechanism, the existing system is often slow to respond and is used to limiting rather than grooming [9]. Secondly, there is a structural imbalance in resource allocation. The course system is rigid and the content renewal cycle is long, so it is difficult to adapt to the fragmented learning rhythm and interest points of students. The single evaluation

mechanism and over-reliance on standardized examinations lead to the disconnection between educational objectives and actual results. The digital literacy of teachers is generally insufficient, and managers and teachers lack the professional ability to use short video tools for in-depth guidance. This top-down indoctrination management makes general education gradually marginalized in a large amount of information flow, and it is difficult to play its due leading role.

4. Educational Concept Under the New Media Environment

Under the background of short video reshaping cognitive ecology, the management concept of general education needs to be transformed from defensive management to enabling guidance. Traditional educational ideas often regard short videos as a scourge, trying to maintain the purity of campus culture through administrative orders or content shielding. This dualistic thinking mode ignores the irreversible trend of the development of media technology and intensifies the cognitive gap between educators and educatees. Real value guidance should recognize short video as a part of contemporary university students' living field and turn it into a new carrier for cultivating general literacy. This means that education management is no longer only concerned with the one-way instillation of knowledge, but is committed to cultivating students' subjective consciousness.

In the era of short video, general education should not be limited to the study of classic texts, but should also cover the understanding and control of digital survival rules. Educational administrators need to guide students to realize that algorithms are not neutral tools, but mechanisms bearing specific business logic and value tendencies; Although fragmented reading can quickly obtain information, it is difficult to replace the construction of systematic thinking. The concept of educating people must emphasize the deep involvement of critical thinking and encourage students to keep a rational distance while consuming short video content. In addition, it is necessary to integrate humanistic care and social responsibility consciousness into the whole process of content production, and advocate students to change from passive information recipients to active value creators.

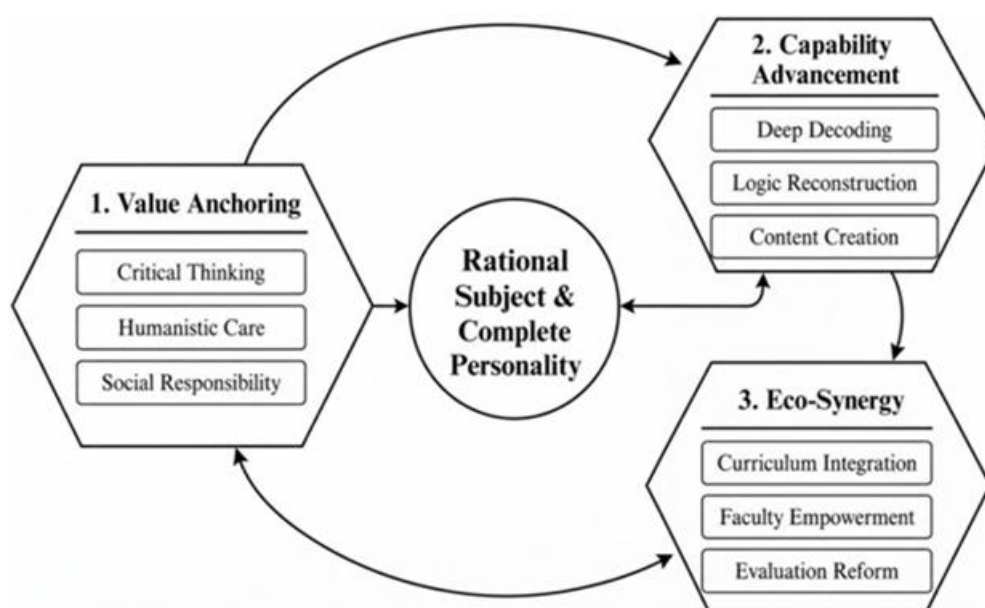


Figure 1. Three-dimensional guiding model for cultivating general literacy.

As shown in Figure 1, the three-dimensional guiding model of cultivating general literacy in the short video era takes rational subject and complete personality as the ultimate direction, and realizes the educational goal through the synergy of three dimensions. These three dimensions form a close two-way interactive cycle through the central node, and jointly build a new education ecology that conforms to the technological trend and adheres to the initial intention of education.

5. Optimization of the Management Mechanism of General Literacy Cultivation

Faced with the complexity and fluidity of the education ecosystem in the era of short videos, the management of a single department is no longer effective in addressing the deep challenges of cultivating general literacy. A collaborative governance management mechanism can be established, forming a cross departmental, multi-level, and full chain linkage governance pattern. The core of this mechanism lies in integrating dispersed management functions into a unified force for educating people. Firstly, it is necessary to establish a normalized joint meeting system, led by school level leaders, to regularly analyze the dynamics of short video public opinion and students' cognitive changes, and coordinate the development of adjustment strategies for general education. Secondly, the responsibility boundaries of each department in the collaborative network should be clearly defined. The Academic Affairs Office is responsible for the digital transformation of course resources and the reconstruction of credit recognition standards; The Propaganda Department and the Cyberspace Administration are responsible for screening, distributing, and guiding public opinion on high-quality content; The Student Affairs Department focuses on organizing student club activities and building offline practical spaces.

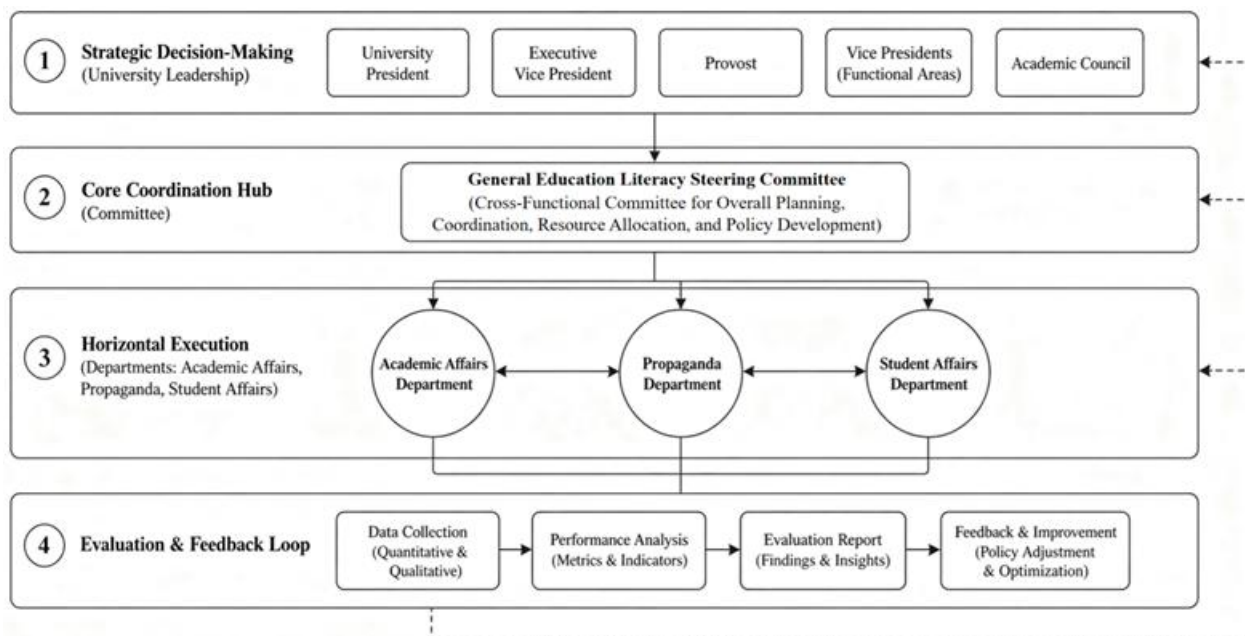


Figure 2. Multi-agent collaborative governance architecture.

The mechanism of collaborative governance also needs to introduce dynamic feedback and multiple evaluation systems to stimulate students' subjective consciousness with institutional strength. The traditional general education evaluation is often limited to the final papers or papers, and it is difficult to quantify the improvement of students' media literacy in the short video environment. The new

management mechanism should design a multi-dimensional evaluation index system covering content consumption quality, critical thinking depth, rational expression level and social responsibility.

The multi-agent collaborative governance framework for cultivating general literacy in universities is shown in Figure 2. The framework starts from the top decision-making level, transforms strategic planning into concrete action instructions through the core coordination center, and horizontally connects various functional departments to form a close collaborative network. This mechanism enables the cultivation of general literacy to maintain strong adaptability in the complex short video ecosystem.

6. The Construction of Immersive General Education Support System

Constructing an immersive general education support system is the fundamental guarantee to ensure the sustainability of educational effectiveness in the short video era. This system goes beyond a single curriculum or activity category, and aims to create a ubiquitous and ever-present rational speculative atmosphere through the double remodeling of physical space and digital space. In terms of physical space, universities should break the boundaries between libraries and classrooms and build a general knowledge integration space that integrates in-depth reading, digital discussion and media creation. These spaces provide a quiet reading environment and are equipped with multimedia interactive equipment, so that students can access high-quality short video resources for comparative analysis and critical discussion. In the aspect of digital space, we should establish a special platform for general content aggregation in the school to guide students to change from passive acceptance of push to active exploration of knowledge.

The key to ensure this ecological operation is to promote the digital transformation of teachers and improve the evaluation mechanism. Teachers should not only impart knowledge, but also act as planners and guides of digital content. Schools should establish a systematic plan to improve teachers' digital ability, and help teachers master narrative logic and visual symbol analysis methods of short videos through workshops and case base sharing. It is also necessary to reform the existing teacher evaluation system, incorporate teachers' high-quality content output and network education effect on short video platform into performance appraisal and professional title evaluation, and stimulate teachers' internal motivation to participate in new media education. In addition, it is necessary to establish a dynamic resource renewal and feedback mechanism to ensure that the content of general education keeps up with social hotspots and students' interests.

Figure 3 shows the all-round supporting structure from hardware facilities, software platform, teaching staff and system guarantee. It reveals how all the elements work together to form a self-iterative and virtuous circle educational ecosystem. When space, content, teachers and system form an organic closed loop, general education can take root and grow in the torrent of short video era, and realize the leap from passive adaptation to active guidance.

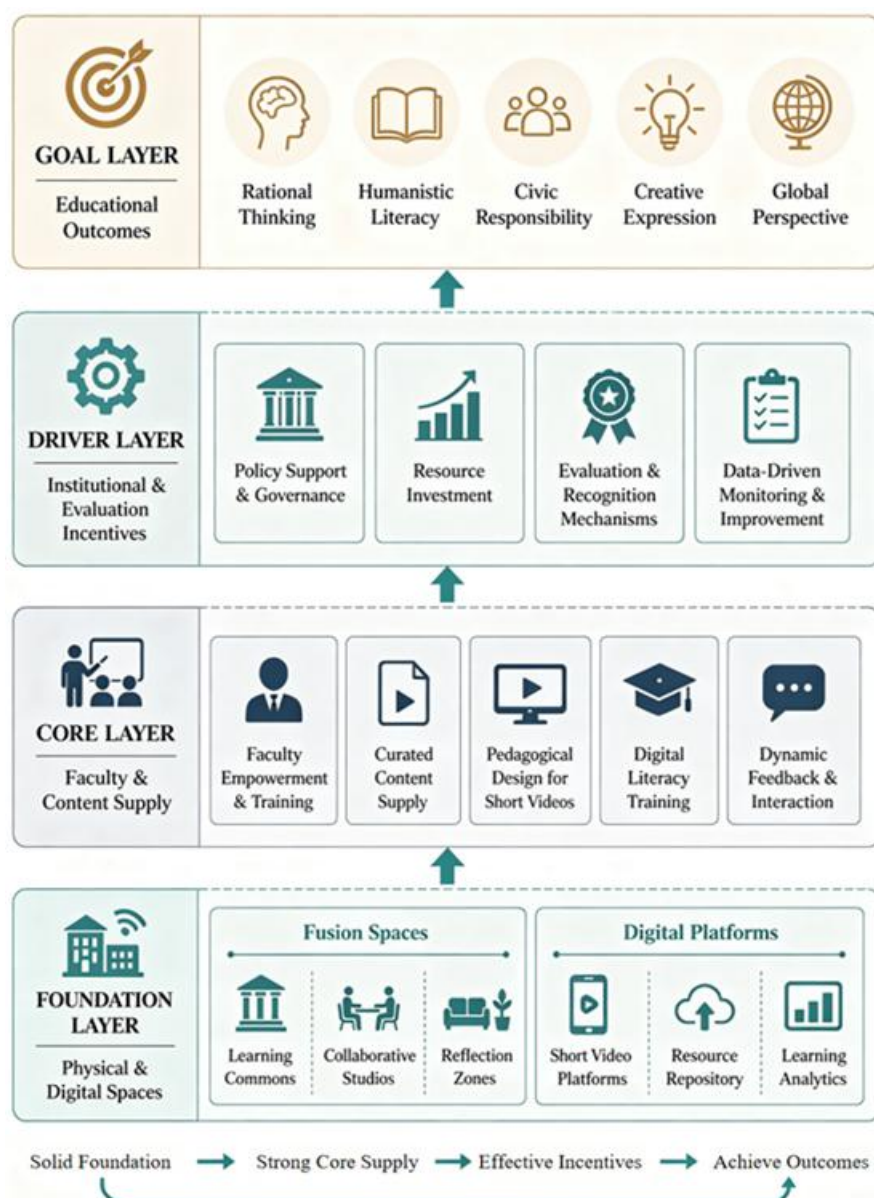


Figure 3. Immersive support system for general education.

7. Conclusions

The arrival of short video era is not the end of general education, but a historical opportunity for its transformation and upgrading. Influenced by algorithmic cocoon, fragmented thinking and emotional public opinion, sticking to the traditional management and control mode in universities not only has little effect, but also deepens the cognitive gap between teachers and students. First of all, we must establish the core position of value-leading, integrate critical thinking training into the whole process of short video consumption and production, and help students change from passively receiving information to actively examining content. Secondly, it is necessary to build a collaborative governance structure, break the administrative barriers between educational administration, academic work, publicity and other departments, and establish a linkage mechanism for data sharing and resource interoperability. Finally, it is necessary to build an immersive support system by transforming the physical space, accurately supplying digital platforms, improving

teachers' digital ability and reforming the evaluation system. This path is a pragmatic measure to deal with the current changes in the media environment.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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