Research on the Effectiveness of Teaching Information Application based on New Media Thinking Analysis

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Abstract
In the process of information society, new media technology not only affects the economy and culture of human society, but also affects people's social communication and thinking learning style. In this paper, the author analyse the effectiveness of teaching information application based on new media thinking analysis. The change in the new media environment will highlight the dominant position of learners. Learners are more likely to make their own learning plans and choose online courses according to their individual needs, or participate in the search for network resources. Therefore, the role of educators will gradually turn to the assistant of knowledge, and provide more suggestions for learners in the direction of learning.

Key words:Network teaching, new media, Online course resources, Feedback data

1. INTRODUCTION

Nowadays, cloud computing has become the mainstream way of information storage, large-scale data generation; processing and analysis gradually occupy an increasingly important position in the process of digital information. In the process of information society, new media technology not only affects the political, economic and cultural system of human society, but also affects people's social communication and thinking learning style. The progress of society is closely related to the development of new media, and promotes each other. At the same time, the new media to enhance the quality of higher education so as to change the quality of the entire nation has an important role, so the new media related research is not only of great theoretical significance, but also has great practical significance. The new media brings great convenience to our study and life, and significantly improves the work efficiency. The tablet computer not only help us entertainment in the modern campus learning, many teachers have begun to use the tablet computer software implementation of teaching activities and classroom management, through the design of a small application to explain the theoretical basis and practical courses should focus on new media resources sharing and combining with data feedback, help learners realize the unity of common culture and personality development. The e-Schoolbag for example, e-bag is a kind of the teaching material, books, reference books and some e-books according to the structure and the integration of science teaching resources, is also a kind of ability to read, query, annotations, can create virtual teaching environment, simulation experiment scene, provide timely feedback, intelligent generation practice, problems and the accumulation of error collection, update the learning resources and support intelligent nonlinear learning tool hand learners can get help in learning their professional course, you can also choose other items of interest, on the other hand, collect the feedback data of learners helps to adjust and improve learning learning strategy, intelligent management, personalized teaching students in the real sense.

The object of higher education has a high level of knowledge, independent choice ability, abundant learning energy, and eager desire for knowledge. The characteristics of these stages of higher education should be targeted to consider combining the advanced education idea and education based on the technology, further enrich the learning content, teaching methods, promoting communication, deepen the reform of the system. Therefore, the introduction of new media into the field of higher education has the space and necessity of practice.

With the development of media digitization and network technology, the coverage of new media is expanding rapidly. The media convergence of our country has evolved rapidly from the academic theory to the extensive media practice. In particular, news programs and news releases that are close in content and need to be quickly transmitted in parallel are likely to fuse, disseminate, and disseminate broadcast media on radio, television, newspapers, the Internet and mobile phones. At present, the gathering and dissemination of network news has been the first to enter the full time, hyperlinks, mass information, interactive, personalized fusion, has great advantage of communication and social influence, the traditional single media production inferior by comparison and communication. Therefore, all kinds of media and other units to catch up to cultivate talents, according to the news and news production and broadcasting network technology, made a number of substantive integration design and practice, accumulated experience model, but mainly for the body production advantage as
the center and the Internet for limited fusion in various media channels and new media as the auxiliary. According to this situation, mainly in the network media, mobile phone media, television media and the talent cultivation mode as the study object, attempts to make a relatively panoramic scan of the context of the news production of media convergence, in order to find out the problems, summarize the advantages and disadvantages, open thinking, by analogy, to promote China's healthy development of journalism in the media convergence.

Media convergence is a very advanced subject in the field of Journalism and communication, and both academia and industry have great enthusiasm for media convergence. Especially in the rapid development of global digital technology and information technology, new media emerge in an endless stream, the old and new media tends to blur the boundaries, to accelerate the pace of integration, the integration of news production is the core concept of media development. In China media convergence has experienced more than ten years, in the process of rapid development of media convergence, "each domain fusion" concept into information dissemination, bear the brunt of course is the field of news dissemination. The strong momentum of media convergence has been applied to the practice of news communication, and thus the concept of "integrating news" has come into being. The production of news works in traditional media refers to the traditional news style of single media editing and one-way dissemination. Under the background of media convergence, the production of news works includes many forms of news gathering and dissemination. Different types of media, such as newspapers, radio, television, mobile phone, website, focus on the same information platform, unified planning and coordination, the media and the audience according to the classification processing of news information dissemination, play their respective advantages, targeted to specific audience communication. As for various forms of information dissemination, news works are at the forefront of media convergence. Different from art films, feature films and other forms of information, news and content close to fast and real-time dissemination of news and news articles, it is entirely possible to achieve the radio, television, newspapers, Internet and mobile phone (mobile media) in the recent media convergence of the gathering and distribution. Media convergence can provide a smooth, fast and interactive broadcast channel for news reports on various platforms. Media convergence forms the super media of news, and news production is a direct beneficiary of media convergence.

2. THE INTEGRATION OF NEW MEDIA AND HIGHER EDUCATION

In recent years, the impact of new media on teaching has been unimaginable in the past. But at the same time, the voices of doubt are also unavoidable. First of all, some scholars believe that the use of the new media is educational technology in the field of education, although has certain rationality, but they are not the same concept can be generalized gas information technology refers to learners to participate in all kinds of information design and information environment of the practice of teaching and learning process. New media is emphasized including information technology carrier or form, is a kind of teaching and learning, thinking and practice of the means and tools, factors need to consider many aspects, such as teaching differences, learning content differences, social demand differences, individual learner differences and so on, and the combination of decomposed according to the law of education.

Figure 1. New media technology

From the beginning we feel strange to the new media, and further understanding of the situation, suspected of being rooted in the inner part of persuasion, also try to use new media to their study and work, which also triggered a brutal time friction and deeper doubts. In the process of debugging and change as the ideology and
values of as learning system products is very easy for the public to accept, but to use it as a kind of ideology concept deeply rooted and grafted to the surface of the work of thinking method is usually faced some difficulties and lagging phenomenon. In order to make the new media really play a more powerful role, need to learn cultural interaction rules in-depth research behind it, a comprehensive understanding may face students, teachers and administrators in the process of the difficulties and obstacles.

The audience's technical level is uneven. The new media application depends on learners and teachers to their end users think that the right way to re create it, they use the new media directly determines the effect because most of the lack of professional management personnel and technical personnel, so the limitations of the level and the level of application management, finally easily lead to the popularity of the surface is not used, the phenomenon of higher rate. For example, the simple content of the paper into digital content teaching materials electronic, mechanical traditional blackboard writing into the form of demonstration, or simply the course content and lectures video to the internet. Not only can we give full play to the role of the new media in promoting the reform and development of higher education, but also may become a hindrance to the development of teaching.

The management system is not perfect, the level of research and technology development limited gas network course application relative to the international comparison of development lag, independent development and cooperation to realize resource sharing technology and policy support. Network course is the most important way to integrate new media with higher education, which can fully display the application of information technology in education. Although the domestic emerging network courses, but compared to the foreign network curriculum design, most simply recording the dissemination of traditional curriculum content, the lack of design curriculum situation and how to promote student interaction and collaboration network. Therefore, the advantages of the Internet education have not been brought into play, and the effect is not satisfactory.

3. NEW MEDIA FEATURES

3.1. diversity

The diversity of new media mainly refers to the forms of communication, the means of communication, the means of communication and the diversity of channels of communication. The new media into the text, graphics, sound and animation as a whole, point to point and point to many and many to many other forms of information dissemination services, the dissemination of information can also provide personalized services for different audiences, to realize the specific communication effect. An information can be stored in the form of text, also can be made into graphics, sounds, and even moving images. In the process of communication, users can change their carrier form according to different needs, and combine the advantages of various carriers to further optimize the communication effect. A class can be taught by the traditional teacher platform form, can also be recorded into video or audio, and inserted into the stage of practice and test to the network for learners to use. In the form of communication, we can also join the virtual, game, intuitive and visualization and other factors, so that the rigid content of education to become more vivid, participatory and infectious.

3.2. interactivity

In the new media environment, the audience can not only receive information, but also make and disseminate information freely and selectively according to individual interests and needs. This interactive communication hand makes the individual subjectivity is strengthened, so that people's enthusiasm, initiative and creativity to further enhance; on the other hand, the audience feedback of information also helps to
information channels or media is more suitable to specific audiences, the dissemination of information is effective and targeted.

![Figure 3. Multimedia interactive course](image)

### 3.3. Immediacy

The network media has a large amount of information storage, fast propagation speed, wide retrieval range and high feedback time. It has obvious instantaneous in the process of communication. The operation method of users only need to master new media can whenever and wherever possible rapid access to the information they need, at the same time, the new media technology also will accept the results of users immediate feedback to the source to ensure that users get the information they need. Communication becomes more fun, work and learning efficiency will be greatly improved. It is helpful to improve the level of self cognition of learners, but also to provide the correct guidance for the comprehensive development of learners and the scientific management of colleges and universities.

### 3.4. Openness

The new media have created a free and open communication space for the public, a variety of resources provided by people who have access to and use of new media information, data, pictures, video and other opportunities, but also has the mobile phone media or Internet media and other channels to spread information, more and more people sharing resources free. It shows great openness in the time of communication, the content of communication and the mode of communication. To the case of micro-blog, not only can the timely release of information, to help the audience understand the interpretation of current political situation and hot events, but also to meet the aspirations of the people, to narrow the distance with people, but also help to enhance the image of the government. Another example of network video lessons, more and more education platform will be integrated into the curriculum in the form of video on the network for learning, and are usually free.

![Figure 4. Online open class](image)

### 3.5. Sharing

The new media not only breaks through the limitation of traditional media information dissemination in time, space, form, speed and other aspects, also broke out between the real world and the virtual world of the barrier, making the dissemination of information more convenient, communication content is more diverse. More knowledge and information are springing up at an amazing speed, and people's cognition and mode of
acceptance have changed greatly. The new media builds a bridge for sharing resources between the audience and a large amount of information. In the forum as an example, with the new media to make information sharing in the form of transfer to the individual and group specific to the school management and teaching work, help educational administrators more effectively notice and participate in the supervision of public opinion. Teachers and students can also exchange learning experience and share learning resources. Not only helps students and teachers interact with each other to complete teaching tasks, but also conducive to the construction of campus culture.

4. THE DEVELOPMENT TREND OF THE INTEGRATION OF NEW MEDIA AND HIGHER EDUCATION

With the development of the emerging Internet technology and the popularity of the world, and many colleges and universities teaching system has played an important role in the reform, more and more colleges and universities high quality curriculum video spread around the world. College students also pay more and more attention to their ability development and personalized learning in the course choice. Some of the world's top class universities and professors have many high-quality teaching and research resources, they will pay for these resources by the research team of the resources development and service work, the researchers will integrate all resources to optimize the realization form of mechanism to build a resource sharing, finally after checking and verification is uploaded to the cloud the resource platform for more learners to learn and access. When the cloud resource platform started to operate, researchers and professors also can get more data resources to further implement and improve the results of their research on the other, it will generate new resources for the research team to be responsible for the new project development and service work.

Informal learning refers to the learning activities that learners want to develop beyond their own formal classroom after the basic curriculum needs are satisfied. Nowadays, the demand for talents is not only limited to the mastery of professional knowledge, but also to the ability to adapt to various social roles. Formal learning is clearly unable to meet the learning outside of these professional knowledge systems, because more of this knowledge exists in a variety of challenging and uncertain real-life scenarios. The network course let students understand the basic concepts in the arrangement of traditional academic work, more to encourage students to create personal interest and flexible use of extra-curricular time of extracurricular activities in the practice of academic knowledge and understanding. At present, the ability of logical reasoning, critical thinking and so on, which are emphasized repeatedly in the education and the work, need to be improved through the continuous informal class exercise.

In the internet teaching activities, all learning activities for learners, including curriculum interest preferences, learning difficulty, course completion time, data course work and research effect and so on can be recorded, and establish the learning feedback model through data mining, targeted for the design the learning methods and learning strategies. Personalized learning can be monitored by means of time effect assessment of learners, and timely feedback, so that learners in network learning can be fully digested and absorbed, can be enjoyable learning experience. Learners' learning feedback model can also be updated, repeated or adjusted to use in a variety of different learning, so that the efficiency has been greatly improved. Using the Internet thinking to reconsider the role and status of education in the new media environment, the change will find more prominent individual, that is, the dominant position of learners. Learners are more likely to make their own learning plans, choose online courses according to their individual needs, or participate in more informal learning activities, such as searching web resources and reading forum articles. Therefore, the role of traditional
educational institutions and educators will also change, and the relationship between the three will change. The role of educators will slowly turn the auxiliary knowledge, providing learners with more suggestions in the direction of learning, guide learners more efficient use of cyber source and more high quality and complete the project.

The third functions of the new media are mainly manifested in the flexibility of its data analysis function. Any operation associated with the new media contains a large number of data related to the individual, which fully reflects the characteristics and laws of human individual activities. Data mining analysis was initially applied to businesses tracking consumer purchasing behavior, but also set off a change in Internet commodity recommendation. Analysts can develop models and predict individual potential consumer behavior based on individual data information. Extending to other areas is also so, the school also has a large number of students' personal information and learning consumer information, can also carry out large data analysis of these data, for the individual students personalized learning design, or learning content recommendation. Data were collected from students' explicit behaviors, such as preferences for extracurricular activities, participation in social activities, and some educational related assessments and surveys. Mining technology is explained and analyzed by massive data based on students' learning behavior, the key for students to understand the mechanisms occurring in the learning process, can be used to optimize the teaching activities and recommend appropriate learning strategies to students for self-directed learning. At the same time, data analysis technology can also improve the school assessment methods, provide teaching analysis, improve the quality of teachers, and then improve the quality of education from two aspects of learners and teachers.

5. CONCLUSIONS

Digital production tools and consumer terminals are full of modern people's life, study and work. Human beings have been living in an information society surrounded by various information terminals. Taking the information technology as the carrier of the new media to modern society, national and personal daily life has brought about profound changes, not only quietly changing people's ideas and ways of communication, living habits, but also optimize the teaching content, teaching tools update, classroom form rich, teaching methods and teaching reform model innovation played a great role in promoting. In the future, it will further affect the survival and development of human civilization in the future. Therefore, how to effectively use new media to improve the quality of higher education is an important theoretical and practical research topic.

REFERENCES


