

# Innovative Marketing of New Media Digitization--Research on Innovation and Entrepreneurship Education of College Students

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**Abstract.** With the development of society and economy, higher education has new requirements in the new era, under the background of the new media era, colleges and universities throughout the country have continuously strengthened innovation and entrepreneurship education, run through innovation and entrepreneurship ideas throughout the whole process of talent training, colleges and universities should use scientific and reasonable methods develop talents in order to promote college students' entrepreneurial and innovative ability. The rapid development of Internet technology and the changeable new media have brought new opportunities and challenges to college students' innovation and entrepreneurship education. This paper studies and analyzes the cultivation of college students' innovation and entrepreneurship education under the background of the new media era, and provides suggestions for new media to better serve college students' innovation and entrepreneurship education.

**Keywords:** new media; college students; innovation and entrepreneurship education.

## 1. Introduction

With the development of information and network technology, new media technology continues to advance, and various new media platforms such as WeChat, Weibo, and forums have brought people faster and more convenient ways of obtaining and communicating information. College students have strong learning ability, and they are more active and extensive groups using new media, the emergence of new media has had a huge impact on college students' learning, life, and interpersonal communication. "Mass entrepreneurship and innovation" is the focus concerned by all walks of life, as one of the subjects of innovation and entrepreneurship, college students play an important role in the development of "mass entrepreneurship and innovation", college students' innovation and entrepreneurship education has also attracted much attention. The traditional innovation and entrepreneurship education model has been unable to keep up with the economic development, how to better apply new media in the innovation and entrepreneurship education of college students, and provide technical support and source of materials for the innovation and entrepreneurship education and practice of college students are topics worthy of research. Under the background of the new media era, the talent training and teaching work of colleges and universities should combine the development of the times, and strive to cultivate college students with excellent professional knowledge, innovation and entrepreneurship awareness, and related practical abilities. This requires colleges and universities to make reasonable changes to the traditional education model, make use of new media technology, cleverly take full advantage, optimize, and perfect their own talent training and education model through active exploration and teaching practice, and effectively develop the entrepreneurship and innovation ability of college students.

## 2. The Characteristics of New Media

New media is media forms such as digital magazines, mobile TV, and mobile phone networks that appear under the new technical support system, it makes full use of digital communication technology, information means and network technology, and provides platforms for information sharing and communication to the public without space and time constraints, and has become the main form of people's daily communication, Fig.1 show the scale of users in different fields of the new media industry from 2017 to 2019 (100 million), it has the following characteristics in comparison with traditional media such as newspapers, magazines, radio, and television:

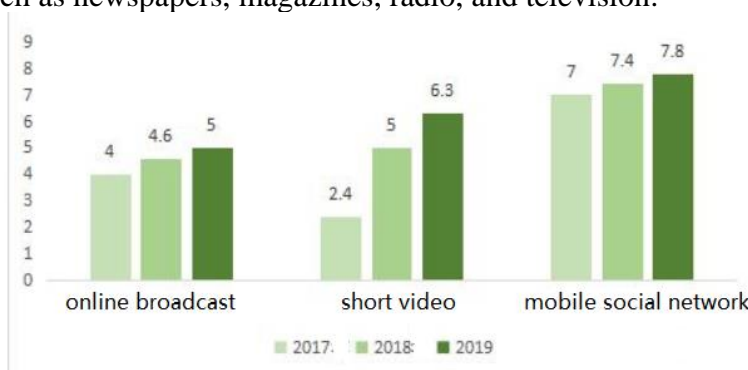


Fig.1 the scale of users in different fields of the new media industry from 2017 to 2019 (100 million)

### (1) Immediacy of information

The dissemination and reception of new media information is not restricted to entities such as newspapers and televisions, and can be achieved by relying on the Internet, which has a strong immediacy. A piece of news can be shared thousands of times in a short period of time through platforms such as Weibo and WeChat, and the information is updated quickly.

### (2) Mass information

Newspapers and magazines have length restrictions, and radio and television have time restrictions, these make traditional media have limited information when disseminating information, and they have shortcomings such as relatively single expression way. New media can overcome these shortcomings, one article can integrate text, pictures, audio, and video, and can provide audiences with more relevant reading and expanded content through links.

### (3) Diversity of interaction

The information dissemination method of traditional media is one-way, audiences can only obtain information through reading, watching, etc., cannot interact with the author, and it is difficult for audiences to communicate with each other. The new media has completely changed the passive position of the audiences in the dissemination of information, most of the new media information provides channels for instant interaction such as message boards and voting, this interaction includes the interaction between readers and authors, and interaction between readers and readers, they are not limited by time and space, can be achieved through the Internet.

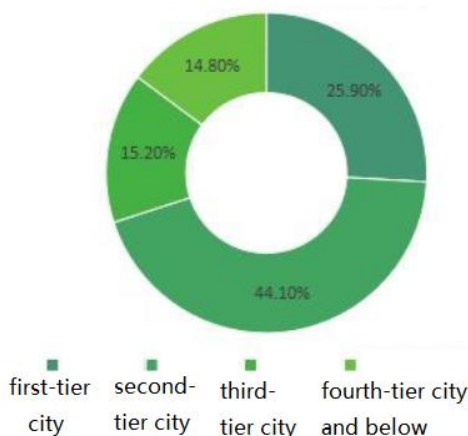


Fig.2 geographical distribution of new media users in 2019

(4) Group nature of users.

The rapid development of information technology provides various targeted and distinctive media platforms for people with different ages, hobbies, and professional fields, such as shopping platforms, game platforms, file sharing platforms, etc., which makes new media have group nature, users can obtain information, share experience, and generate value more quickly by choosing to join different new media platforms. New media users are mostly first and second-tier cities, first-tier cities account for 25.9% and second-tier cities accounting for 44.1%. The new media mainly covers young and middle-aged groups with strong spending power, Marketing on the new media platform will mainly increase the exposure of the product to the young and middle-aged groups and achieve benefit addition.

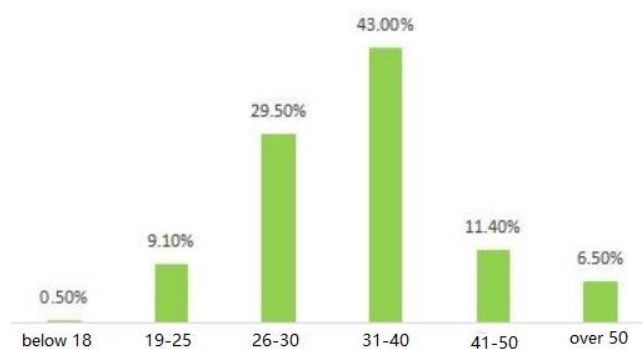


Fig.3 age distribution of new media users in 2019

### 3. The Impact of New Media on College Students' Innovation and Entrepreneurship Education

(1) Provide new forms of knowledge imparting for innovation and entrepreneurship

Traditional innovation and entrepreneurship education mostly adopts face-to-face teaching way, and even pure theoretical teaching is full of classrooms, it lacks vividness and intuitiveness, and is limited by space and time, the communication between teacher and student is limited to the classroom and limited to books. After the emergence of new media technology, teachers can make full use of advanced new media technology, combine teaching platforms such as MOOC, and through media such as computers and mobile phones, they can present relevant theories and cases to students in the flexible, intuitive, and vivid form, and provide a large amount of knowledge for students to choose to study independently through the Internet. Students can also experience the process of innovation and entrepreneurship process through simulating and experiencing entrepreneurship, and exercise their professional qualities and overall abilities.

(2) Provide new tools for the preparation process of innovation and entrepreneurship.

Teachers use new media technology to carry out innovation and entrepreneurship education, this not only impart knowledge to students, but also provide them with flexible and diverse use of new media technology demonstration cases. College students have strong thinking and learning abilities, they are keen and good at obtaining information through new media, and fully demonstrate the innovative and entrepreneurial ideas and models in their brains, so attract like-minded entrepreneurial partners or investors, and lay a solid foundation for future entrepreneurial practice. In addition, the mass and interactive nature of new media information provides various possibilities for college students to innovate and start businesses, they can screen effective information, give play to their ingenuity, and conceive of personalized and distinctive innovation and entrepreneurship projects.

(3) Provide new path for the practice and training of innovation and entrepreneurship

The entrepreneurship in traditional industries mostly provides goods or services through face-to-face transactions, and the form is relatively simple. The rapid development of new media technology provides new ways for college students' innovation and entrepreneurship practice. In the early stage of entrepreneurship, college students generally face the problems of lack of funds market, under the new media environment, on the one hand, they can sell goods through the more mature online trading platform to reduce the cost of shop leasing and sales personnel, on the other hand, they can fully display their creative products and services without being restricted by space, and receive customer suggestions and opinions in time. Due to the group characteristics of the new media environment, after obtaining satisfactory goods or services, customers will also be willing to promote through social platforms, which is conducive to the healthy development of good innovation and entrepreneurship projects. Table.1 show comparison of emerging media marketing forms

Table.1 comparison of emerging media marketing forms

	broadcast	short video
transmissibility	difficult to retransmit	the time is short, the contents are great, and various information can be displayed in a short time
interactivity	strong interactivity, but no interaction when watching the replay	strong interactivity
scene limitation	no characteristic of fragmentation and watch anytime, anywhere	can use fragmented time watch anytime, anywhere
platform commercial space	reward, advertising, and e-commerce	advertising, membership fees, brand integration

#### 4. Problems of College Students' Innovation and Entrepreneurship Education in the New Media Environment

(1) Lack specialized training courses for the application ability of new media technology. After college students obtain information through new media and come up with creative and innovative entrepreneurial ideas, they need to turn their abstract ideas from their minds into concrete implementation plans and put them into practice. How to make one's own implementation plan stand out among many ideas and obtain better results; these are inseparable from the support of new media technology. Except computer-related majors, most of the other majors lack special training courses for the application of new media technology, such as PPT production, network operation, etc., This makes it difficult for some students to put their enthusiasm and ideas into practice, even if some students use their own website templates to display their contents, but because they have not mastered the technology of web page production and website maintenance, they are still unable to fully conform to their own ideas.

(2) College students lack sufficient recognition ability and judgment ability

Everything has two sides, while providing convenient services, new media with many advantages also have shortcomings, for example, it is difficult to guarantee the authenticity and reliability of information, unsophisticated college students need to have a certain ability to screen and filter information to avoid being misled or even scammed. This ability is often related to personal disposition and abilities, and the information sources in the new media environment are wide and diverse, much information itself is difficult to be qualitative, therefore, it is difficult for students to quickly master the skills of judging the information authenticity through short-term teaching.

(3) The practice of innovation and entrepreneurship and the cultivation of students' own abilities easily lose touch with reality

The new media environment is based on network, if college students' innovation and entrepreneurship practice rely only on new media for a long time, and lack connection with the real world, they may be addicted to the false network vanity, blindly start business or only in a virtual environment, or only express ideas in a virtual environment, show the bad results. When they contact or choose other industries that are out of the new media environment, they will not be able to correctly judge their own abilities, unwilling to communicate and cooperate with others, or lack the ability to unite and cooperate with real work partners, which is not conducive to the healthy development of college students' careers.

## **5. Ways and Measures to Use New Media Strengthen College Students' Innovation and Entrepreneurship Education**

(1) Create the innovation and entrepreneurship atmosphere of and enhance the innovation and entrepreneurship awareness

The good cultural atmosphere can subtly improve college students' innovation and entrepreneurship awareness, and mobilize their passion for innovation and entrepreneurship. Colleges and universities can publicize innovation and entrepreneurship policies of country, local, and school and share typical cases through campus broadcasts, school websites, school official accounts, and teacher and student WeChat groups. Receiving information through such new media platforms does not need to occupy students for a long time, they only need to browse and read in fragments in the scattered gaps after class, and they can obtain information about innovation and entrepreneurship while paying attention to social hot spots and students' dynamics, it will not bring pressure and burden similar to review exams, and is easier to be accepted by students, thereby further stimulating the interest of college students in innovation and entrepreneurship.

(2) Integrate effective information from various aspects and create the professional communication platform.

Alumni are valuable resources for colleges and universities, and there are many typical cases of successful innovation and entrepreneurship, therefore, colleges and universities can use new media technology to build the two-way professional exchange platform. With the help of this platform, on the one hand, college students can find partners to form a team, ask for the experience of their seniors, and learn new media technologies from professionals; on the other hand, teachers or seniors can guide the innovative and entrepreneurial projects that students publish on the platform, students can put forward their opinions and suggestions for reference, and even graduated and capable alumni can provide sponsorship for innovative and entrepreneurial projects. These are valuable resources for college students in the early stages of innovation and entrepreneurship. In addition, such a platform for college students can also be used to publish the latest and accurate innovation and entrepreneurship information, prevent college students from reducing their entrepreneurial enthusiasm due to the influence of false information in the early stages of entrepreneurship.

(3) Cultivate the ability to apply new media and encourage students to gradually move from simulation to practice independently.

People appreciate TV dramas does not mean that they can make TV dramas, for the same reason, understanding other people's innovative and entrepreneurial projects does not mean that people can

immediately learn from the useful parts for use, the reason lies in the technology. During the school, through general innovation and entrepreneurship simulation, innovation, and entrepreneurship link design, etc., students can cultivate their innovative and entrepreneurial ideas and thinking, but after stepping out of the school, the practice activities facing the social environment will face various detailed problems, moreover, it is a long-term process that requires continuous acquisition, update, and maintenance of information. This requires colleges and universities to pay attention to the cultivation of college students' ability to apply new media technology, only mastering the technology can they accurately grasp every detail of the concept, and solve problems in time when facing problems, and smoothly realize the transition from the simulation stage to independent practice.

## 6. Conclusion

To sum up, in the new media environment, in order to comprehensively improve the innovation and entrepreneurship abilities of college students, new media technologies must be used scientifically and effectively, moreover, new media must be effectively integrated with traditional media to build the complete entrepreneurial service and practice system, provide a good service and practice platform for college students, and fundamentally promote the sustainable development of college students' innovation and entrepreneurship education.

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