A Study of the Effects of Short Videos in the UGC Mode on the Media Literacy of College Students

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1. Background of Short Video in UGC Mode

1.1 Short Video in UGC Mode

With the rapid development of science and communication technology, people's access to information becomes faster and more diversified. As a new media technology, short videos are gradually becoming an important content dissemination carrier in today's society. A short video is content-short, simple and fast-produced with the length of less than 5 minutes, which can achieve fast shooting and beautifying editing, mainly through smart mobile terminals, breaking the traditional barriers to video production and sharing. Short videos also enable real-time sharing and seamless docking on social media platforms, allowing creators and viewers to better interact and communicate.

This new forms of videos in line with the current fast-paced needs of life enable people in the busy life to have fast access to information, entertainment and learning. Because of this, short video is becoming more and more popular with an increasing number of users. At the same time, the rapid development of short video industry also gave birth to a large number of content creators, drove the development of related industries and formed a huge industrial chain. Short video has become an important carrier and communication method for Internet users to obtain information, service, interactive communication and cultural entertainment.

UGC is also known as UCC (User created Content) in some organizations, which refers to the original contents that users present or provide to other users on the Internet platform. The concept of UGC originated in the Internet. With personalization becoming the mainstream trend, users gradually shift from the simple content download to the combination of download and upload. Douyin and other sites are successful cases of UGC model. Additionally, community networks, video sharing, blogs and podcasts are also the main application form of UGC.

In UGC mode, short video changes the traditional relationship of information dissemination, making users both as the audience and the source of information. This model has the advantages of wide audience range, rich information sources, and relatively strong dissemination. In addition, the short video platform also widened the dissemination channels, and achieve rapid spread like virus. The video UGC websites represented by Douyin are especially popular with young people, especially contemporary college students, who are increasingly interested in delivering information, expressing themselves, entertaining and socializing on these platforms, and even try to start a business. In the context of UGC, contemporary college students have begun to enjoy, share, disseminate, and even create short videos out of multiple needs such as self-expression, entertainment, social and entrepreneurship.

1.2 Media Literacy Education for College Students

Media literacy education originated in Britain and has been developed and perfected in developed countries such as Canada, the USA, etc. Since it was put forward by British scholars in the 1930s, the aims and philosophy of media literacy education have changed greatly, from the initial educational thoughts of protectionism to the educational ideas beyond protectionism.

Media literacy education is a process of cultivating the public's ability to interpret, criticize and use media information for personal and social development. Its ultimate goal is to cultivate excellent citizens with the good critical thinking ability, the ability to think the media information independently. With the continuous development of modern social science and technology, media literacy has become a very important ability, especially for college students, which not only affected their lives, but also completely changed the way to have their access to information, learn knowledge and communicate. Therefore, college students with media literacy, is very important and essential.

2. The Necessity of Strengthening the Media Literacy Education of College Students

The present situation of college students' media literacy is not optimistic. There are some problems with it. For example, the ability of acquiring information is obviously insufficient; college students indulge themselves in the entertainment of social media; they can not identify the false information and are easy to be influenced by the wrong values spread by the media; their awareness of information security is not high. Therefore, it is necessary to strengthen the media literacy education of college students.

Media literacy education is conducive to resisting bad phenomenon caused by the all-media age. In the era of new media, college students are not only disseminators but also producers of information. Due to the diversity of media, the sources and amount of information have increased rapidly. The overload of complicated information takes up a lot of time of college students and affects their life and study while positive information can promote college students' study and life, and encourage them to work hard constantly. False and misleading negative information can easily lead them into confusion and misunderstanding. Once they misjudge, choose the wrong, it may lead to serious psychological problems among college students, make them difficult to complete their

studies in the college.

Media literacy education is beneficial to avoiding the harm of complex public opinion environment. With the application of AI technology in the media, the mode of communication has realized the accurate delivery of focus and individuation. Some capital and businesses with the capitalist ideology and values, deliver short, accurate videos according to the preferences of college students, which to a certain extent disturbs the mainstream ideology and values of college students. Moreover, the distorted information with hidden political purposes aggravates the complex media environment.

Media literacy education is constructive to correcting the harm caused by the fragmentation of communication contents. In the era of all-media, the contents of media communication show that the trend of fragmentation, which accords with the characteristics of accelerating people's study and life in society, is easy to lead to the formation of individual spongy thinking which lacks logic and criticalness. The students rely on the media information for inertia and follow blindly for no reason. They are insufficient in the abilities of questioning and critical thinking toward the authenticity and rationality of the information contents, and simply absorb and emulate the information. In the long run, it is not conducive to cultivate the college students to form their own independent personality and critical thinking.

Media literacy education is conducive to correcting some ethical misconduct in the media interaction. In the all-media era, the media has reconstructed the traditional relationship between individuals. Openness, virtuality and anonymity are the main characteristics of the communication between individuals in the media space, and also leads to the phenomenon of moral anomie in the communication of media space. In the real society, the laws and regulations about network media are not so perfect that some immoral behaviors such as many rumors, cyber manhunt, personal privacy disclosure and network violence appear in the media space to gain public attention and network traffic. The young college students with less social experiences, can not identify the network of false information, improper behaviors, and sometimes accidentally participate in some improper remarks behaviors, which lead to ethical misconduct.

3. The Principles and Paths of Cultivation of Media Literacy Among College Students.

How can we improve college students' media literacy in the new media era and UGC Short Video Mode? We can start with the principles and paths of cultivating college students' media literacy.

3.1 The Principles of Cultivation of Media Literacy Among College Students

In order to improve the media literacy of college students and their ability to use media resources correctly, and to strengthen their ability to recognize and judge media information, it can be practiced from three aspects: critical thinking, historical thinking and network ethics literacy.

The first principle is to cultivate the principle of critical thinking. Media literacy is a kind of information analysis technology, that is, analysis, evaluation, classification, induction, deduction, synthesis and extraction, which guides college students to rationally examine the mass of information in the all-media era. The core point of critical thinking is to cultivate an independent thinking, rational analysis, rigorous and truth-seeking way of thinking to deal with complex and changeable problems and challenges. The aim is that college students can establish correct thinking ways and behavior modes when participating in complicated economic and social practice activities. College students can reconstruct their understanding of media information to avoid the credulity of wrong information, the blind obedience of wrong ideas, the arrogation of emotion to objective facts. Therefore, in the process of educational practice, we need to focus on cultivating the ability of college students to use critical thinking to distinguish truth from falsehood, to communicate and share information rationally.

The second principle is to cultivate the principle of historical thinking. In the life space of the all-media era, the penetration and corrosion of Western capitalism on college students with socialist core values will cause multiple impacts. Historical thinking refers to the way of thinking in which college students deal with problems from the perspective of history and integration when participating in economic and social activities. Instead of isolated, fragmented and selective thinking, historical thinking is characterized by the use of contact, the overall approach to examine, identify, and understand the world. Cultural colonization and ideological trends of historical nihilism in the West take advantage of college students' weak knowledge in history and culture and information asymmetry, and to release some short videos which distort, tamper with, subvert, and even make up history, which affects college students' understanding of correct historical culture and socialist core values. Therefore, it is very important to cultivate college students' integrated and related historical thinking. We should better guide college students to be confident in history and culture, and strengthen their ability to resist cultural hegemony and wrong trends of thought, in the process of educational practice,

The third principle is to cultivate the principle of network ethical literacy. The appearance of all-media has not only promoted social progress, but also brought unprecedented conflicts and contradictions of interpersonal relationship between virtual network and real life. Especially the ethical order in virtual space is difficult to refer to the ethical principles in real society. In recent years, the party and the government have been gradually formulating and perfecting laws and regulations to regulate the Internet phenomenon lack of ethical order, such as the spread of vulgar information, the leakage of privacy, online fraud and violence, etc. Although the cyberspace under the all-media ecology is virtual, it concerns every person, organization and institution, and it is the responsibility of college students to maintain the ethical order of the virtual space.

3.2 The Ways to Improve College Students' Media Literacy

The promotion of college students' media literacy is not a

quick and easy thing. We need to perfect laws and regulations, support the safeguard paths, and deepen the systematic paths with the participation of government, university, society and family from Primary School to university.

Firstly, the government should establish sound paths to perfect laws and policies and provide support and guidance for the promotion of media literacy education for college students. At present, the state has not issued special policies and guiding principles on improving media literacy education for college students, but related requirements can be seen fragmentarily in some related documents about network information, network security, etc. Some developed countries such as Finland do macro-level, top-level design, and put forward practical policy on the cultivation of college students' media literacy. Our party and the government should issue macro-policies or guiding opinions to promote media literacy education with Chinese characteristics among college students at the national level in order to better promote the improvement of the national quality.

Secondly, we should construct coherent educational paths for the integration of university, middle school and primary school. The network media in the all-media era has become an indispensable supplement in people's economic and social life. The statistical data and reports in the survey on the media literacy and internet use of the whole population show that the scale of Internet users in the country is huge, and in particular the penetration rate of the Internet is close to saturation with the obvious trend toward a younger age. Therefore, our country should learn from the media literacy training system of developed countries to explore the gradual and integrated education system of media literacy with Chinese characteristics. Especially in the phase of college education, the cultivation of media literacy should center around the formation of rational media thinking, moral and ethical awareness and the ability to use media to promote students' all-round development. Furthermore, combined with the characteristics of times and young people, colleges and universities should strengthen the training of media literacy, broaden the access to information and technology, strengthen the awareness of information security, and promote intelligent education.

Thirdly, we should construct systematic coordinated paths with the participation of government, university, society, and family. The cultivation of college students' media literacy is a systematic process, which needs multi-party participation. In this system, the government formulates plans, mechanisms, and policy guarantees. Colleges and universities are the main places for the implementation of media literacy education for college students, so it is necessary to strengthen the integration of media literacy course and ideological and political education course to improve the effectiveness of classroom teaching. At the same time, improving teachers' media literacy and control ability is also essential. We should make good use of social context to expand educational and teaching resources, build large classroom, build a large platform, enrich teachers.

Social organizations, media organizations and technology platforms should actively participate in the whole process of media literacy education. Social organizations and media organizations can produce short videos free of charge in the online courses and other educational resources for students' independent learning with proper supervision and guidance. As family education is an important component to promote media literacy education, parents' media literacy can have a positive impact on children's. Therefore, parents can act as role models with the relevant literacy skills to gradually affect children's values and behavior.

4. Conclusion

In a word, by reviewing the research background of short video in the mode GUC, discussing the necessity, paths and strategies of developing college students' media literacy, we conclude that in the era of multi-media when users are both the audience and the source of information, who can participate in the production and release of short video, it is very necessary to improve media literacy of college students. Especially in terms of the principles of cultivating critical thinking, historical thinking, the network ethical literacy, some important strategies can be adopted such as improving policies and regulations, building integrated and consistent education, and multi-party participation in cooperation through the government to substantially improve the media literacy of college students, making the new generation of young people to adapt to society and make full preparation for the future construction of the country.

Acknowledgements

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