

# Research on College Students' Way of Thinking in the Entrepreneurship in New Media in the New Era

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**Abstract**—College students' way of thinking in entrepreneurship in new media has undergone new changes. With the continuous upgrading of social information industry, new media technology is also developing and maturing. The advent of the 5G era means that new media will rise to a higher strategic position. Therefore, college students in the new era have multiple ways and channels to start their own businesses in new media. Based on the study of the way of thinking in entrepreneurship under the background of new media, this paper further analyzes the construction of entrepreneurship in the new era and the era of big data and changes the traditional entrepreneurial mode, thus strengthening students' entrepreneurial ability in Chinese institutions of high learning.

**Keywords**—new era, new media, college students, way of thinking in entrepreneurship

## I. INTRODUCTION

Under the guidance of the policy of mass entrepreneurship and innovation, the wave of college students' entrepreneurship in the new era of China keeps emerging, which lead the new trend of our society, promote new industries and new technologies, drive the innovation and entrepreneurship market, develop the national economy, create more jobs driven by entrepreneurship and enhance the thought of making contributions to socialism. At the same time, talents in Chinese institutions of high learning are no longer satisfied with material and cultural needs and now they are pursuing and yearning for a better life. Nowadays, under the influence of new media technology, talents in Chinese universities and colleges have integrated them into life, study and other aspects. Through the new media network platform, they can learn entrepreneurial knowledge more quickly and effectively and apply them to real life, thus building a good socialist market economy system in the new era. However, how to learn entrepreneurship mode and thinking through new media has become a research topic.

## II. CHINA'S MODERN INFORMATION REVOLUTION

The fifth information revolution is the Internet age. The Internet brings together almost all the world's information and changes and overthrows everything. This is the beginning of the big data era with Internet plus information. Today, under the leadership of General Secretary Xi Jinping of the communist party of China, the Internet has entered a new era. For example, OFO model, sharing economy, artificial intelligence, and the Belt and Road initiative, new industries, new models and new business forms keep emerging, which

stimulate social vitality and become a new engine for economic development.[1] Meanwhile, Premier Li Keqiang put forward the slogan of mass entrepreneurship and innovation at the opening ceremony of the Summer Davos Forum. Therefore, the entrepreneurship trend among college students is developing at a high speed, leading the global industrial upgrading and entrepreneurship reform.

## III. ENTREPRENEURSHIP CONCEPT WITH NEW MEDIA IN NEW ERA

### A. Shortcomings in the traditional way of starting a business

China's traditional business model is entity entrepreneurship with the investment before making a profit. In the early stage of business in the traditional model, it starts with market research and questionnaire feedback, then purchases raw material and finally, makes deal with customers to make a profit, that is, product comes before market. One of the necessary links is between wholesalers and retailers with each closely linked from the production of goods to the hands of consumers. This will greatly reduce the profit. However, consumers need to pay more to buy these products. This is the traditional way of starting a business. Therefore, the cost of traditional enterprises increases while the efficiency decreases. In this way, the traditional mode will lead to the limitations on existing resources, which will easily lead to overcapacity and waste time, labor and cost.[3-5] Taking the industrial 3.0 era as an example, the traditional sales model in the past requires product design, raw material purchase, storage and transportation, order processing, wholesale operation and terminal retail, which is a very long process. For consumers, they are directly connected with products. They are unable to give quick feedback on enterprise products, thus highlighting the defects in this issue. At the same time, enterprises cannot effectively meet the needs of customers. Therefore, the traditional single business entrepreneurship mode is often limited to the previous stage, only aiming at a certain area for business entrepreneurship, so the problem is more prominent.

### B. College students' way of thinking in entrepreneurship in new media under the background of new era.

Under the correct leadership of the communist party of China, the 40th anniversary of China's reform and opening up is a great practice and miracle in human history. In the context of the new era, today's college students are not satisfied with the current situation and actively participate in the wave of entrepreneurship. Through mobile Internet and new media platform, we can establish a database. The big data of new

Source of the project: "Qirui Cultural Health Hall" of the training program for college students' innovation and entrepreneurship at the national level as well as provincial level in 2019 (No.201910158088)

media can be used to predict the consumption situation of the population, the development prospect and trend of the market and the inventory situation of the company, which can save time in market research and questionnaire feedback and relieve the burden of inventory. At present, China's traditional manufacturing industry is under great pressure and in a depressed state. However, it is an unprecedented opportunity in the new media era. The advent of the new media era has solved the problems in traditional business entrepreneurship. College students can use the network platform to learn entrepreneurial knowledge, promote and publicize enterprises, find the market through the new media platform and then carry out production after determining the demand. This is market economy in the new era promoted by the new media era. Therefore, the entrepreneurial industry has undergone qualitative changes in the new era. No matter it is manufacturing, transportation, service and other traditional entrepreneurship, it needs to reform the industrial chain of the industry, innovate the previous limited thinking, break through the original entrepreneurial mode and thinking and take full advantage of the new media platform.

#### *C. The advantages of college students' entrepreneurship through new media*

In the new era, everyone cannot live without new media. And college students in modern age almost grow up with the new media and the Internet and have advantages that predecessors do not have. Through the education in institutions of high learning and self-exploration, they have a full understanding on new media. Through the comparison between new media and traditional ways of entrepreneurship, we can know that the new media market can not only achieve the traditional business model in the past but also add many new advantages on this basis. It can gather the existing ecological market, form the network reputation of new media with the quick speed of spreading and interact with users through comments and reposting and sharing contents. Through a series of comprehensive effects, it can publicize its brand and create a huge influence. Moreover, we can learn the operation mode, product service and communication mode of domestic and foreign enterprises through new media, and learn the latest information, data analysis and other knowledge in time. The development of new media in the new era has been very mature. Therefore, college students can learn more entrepreneurial knowledge faster through new media technology, which can completely replace paper books with slow learning efficiency.

### IV. ANALYSIS ON THE CURRENT SITUATION OF COLLEGE STUDENTS' ENTREPRENEURIAL WAY BASED ON NEW MEDIA

#### *A. Shortcomings in new media-based entrepreneurship education in institutions of high learning*

At present, the educational means for new media entrepreneurship in Chinese colleges and universities are undiversified. Currently, it is still in the stage of theoretical teaching, and fails to make full use of new media resources in the big environment to teach students, so online and offline combination cannot be realized. At the same time, many teachers do not have the knowledge to teach students about new media entrepreneurship. With the aging thinking of

teachers, they cannot effectively contact the new media network platform and quickly accept the Internet big data information and lack experience in new media entrepreneurship. Therefore, college students are not able to fully understand new media entrepreneurship. In terms of course offering, there are a few class hours. And they are not classified as compulsory courses, but merely as elective courses. Compared with compulsory courses, elective courses have fewer class hours with pure theory indoctrination and without practical teaching. Therefore, students are limited in the way of learning new media entrepreneurship. They cannot broaden their minds, keep pace with the times and access to emerging information. In addition, new media entrepreneurship is not included in extracurricular education and social practice activities for college students, so that students cannot fully explore ways for new media entrepreneurship.

#### *B. Erroneous thinking in the development concept of college students' new media entrepreneurship mode*

At present, there are thinking mistakes in the way of new media entrepreneurship among college students, which leads to the failure of entrepreneurship. In the new era, the development of new media is very mature. There is an entrepreneurial inspiration in the era of Internet new media and there are multi-channels to access to information. Therefore, college students mistakenly believe that starting a business is relatively simple, anyone can start a business, any project can be successful and any project related to the Internet can be successful either. They think that entrepreneurial projects can fill the gap in the entrepreneurial market. Some college students think that the risk coefficient in new media entrepreneurship industry is relatively large and the market is saturated. Some students only read and study successful cases of entrepreneurship without discussing and studying the failure cases of entrepreneurship. Such entrepreneurial thinking is no different from starting a business of new media by adopting traditional entrepreneurial thinking, which is not conducive to creative thinking and starting a business. Some college students think that the way of new media entrepreneurship is to use WeChat for business, use Weibo for publicity, and use Taobao to open online stores. In fact, they understand it in an incomprehensive manner. They are narrow-minded in understanding on new media entrepreneurship, which is equivalent to building a car behind closed doors. The main reason lies in the misunderstanding of thinking and limited imagination space.

#### *C. China's policy on new media entrepreneurship needs to be improved*

At present, China has unprecedented strong support for "mass entrepreneurship and innovation". There are some relevant policies to support but too broad. At present, there are no specific policies for Chinese college students in new media entrepreneurship. A series of policy deficiencies, such as difficult financing, insufficient funds, the upgrading of consumption structure, poor implementation of tax reduction policy and the lack of subsidies, are easy to hinder college students' entrepreneurship in new media, thus affecting the transformation and upgrading of China's industrial structure. Meanwhile, China has great support for offline entrepreneurship, but with few supports for online new media

entrepreneurship. The form of the innovation and entrepreneurship competition for college students is undiversified and the entrepreneurship competition for new media and Internet industries is far less than that for offline businesses, which will affect college students' entrepreneurship in this field. In addition, the incubation for new media business is not perfect without online learning exchange platform. The framework for a complete system of knowledge of entrepreneurship has not been established. And the social personnel who do not have knowledge on entrepreneurship themselves give guidance to college students on the Internet at will. Therefore, without correct guidance and support of legal provision, college students are easy to be cheated, [2] thus affecting Chinese college students' development in new media entrepreneurship.

## V. THE IMPROVEMENT OF NEW MEDIA

### ENTREPRENEURSHIP CHANNELS FOR COLLEGE STUDENTS IN THE NEW ERA

#### A. *It should strengthen the educational mode of new media entrepreneurship in institutions of high learning*

We should strengthen education in new media entrepreneurship in the new era and attach importance to the training program of college talents. We should employ young teachers with experience in computer, new media and other majors to teach entrepreneurship knowledge and case analysis to college students, cultivate their excellent output ability with in-depth understanding on social new media entrepreneurship and teach them how to operate B2B, B2C, C2C and other marketing methods to seek shortest channels to communicate with customers. When colleges are carrying out the course of innovation and entrepreneurship, they should classify it as a compulsory practical course to improve students' understanding, make them clear of the current situation and combine theory with practice in a comprehensive manner. At the same time, it should organize an online communication platform for college students to facilitate them to start their own business and communicate with teachers and classmates one on one, thus they can learn from each other online and expand their social skills. Finally, we should strengthen school-enterprise cooperation and cooperate with senior entrepreneurs in new media through extracurricular activities or practical training to make students learn face-to-face. Institutions of high learning should also ensure the establishment of a second-level innovation and entrepreneurship college, set up an independent innovation and entrepreneurship major, increase competitions of new media innovation and entrepreneurship on campus and explain relevant knowledge to students from other schools, thus improving their awareness on entrepreneurship driven by entrepreneurship and serving the society in the new era.

#### B. *It should improve college students' way of thinking in new media entrepreneurship in new era*

In the new era, college students should improve their entrepreneurial methods and thinking under the promotion of new media. After loading big data new media platform in all industries, the previous way of thinking should be completely changed. First of all, through TV, Weibo, Internet, short video, community operation, and other new media carriers, it should

analyze the current market and study entrepreneurial cases choose entrepreneurial way suitable for the new era and our own development and set up their own entrepreneurial team to create a new media platform. It should start up business through multiple elements and channels, and abandon the whimsical and unrealistic ideas, carry out a lot of practice on a firm footing and accumulate experience, improve our own strength in an all-round manner and enhance the core competitiveness. Secondly, it should improve the logic thinking. It should carefully study the risk coefficient and capital cost of the industry and the field, discuss the feasibility of the research, create the idea of products and services, simulate the profit model and predict the financial situation and future financial statements in order to keep pace with the times.

#### C. *It should improve the structural policies for new media entrepreneurship in China*

With the development of the new era, it should constantly improve the mechanism for the structural policies for new media entrepreneurship in China, such as unifying the standards of the industry, improving the construction of platform, promoting new media APP application, publicizing typical new media enterprises, driving college students to conduct enterprise networking, and developing such functions as online training and docking with enterprise mentors. By downloading learning materials, it can improve new media entrepreneurship knowledge and achieve integration in incubation platform. It should establish new media learning platform, have policy support for college students to provide them with space of innovation and entrepreneurship in each link in industry chain in the new media, increase investment and financing channels and expand the market. Additionally, the Human Resources and Social Security Bureau should provide free policy consulting for college students. Furthermore, it should guide college students to draft business plan and simulate the operation of enterprises. They should visit and study local enterprises with development power, and attend lectures on social innovation and entrepreneurship. At the same time, social enterprise innovation and entrepreneurship competition should be held in the city to drive people of all social strata to create more jobs driven by entrepreneurship. What's more, it should implement subsidies for college students to start their own new media businesses, provide assistance and reduce taxes, and combine these policies with local culture and economy to create enterprises suitable for China's socialist national conditions.

## VI. CONCLUSION

The study of college students' way of thinking in new media entrepreneurial in the new era has brought sustainable development to entrepreneurship in Chinese institutions of high learning and improved the socialist industrial structure. With the reform of China's economic system and the change of social structure and the emphasis on overall consideration, we should actively promote the normalization of college students' entrepreneurship work, comprehensively boost the economic benefits in the new era and give full play to the innovation and entrepreneurship spirit of college students in new media.

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