https://doi.org/10.37420/j.cer.2020.030

Research on the Innovation Mode of Academic Self-Media Live Broadcasting in the 5G Era

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Abstract: *The combination of webcasting and online education is getting closer and closer, but its development has been limited due to bandwidth and tariffs. The commercialization and popularization of 5G technology of "high speed, high capacity, low latency, and low energy consumption" It will bring new opportunities for online live broadcast. Academic self-media as a platform for the dissemination of academic knowledge is receiving more and more attention. Online live broadcast under the empowerment of technology is booming and increasingly mature. If academic self-media can be effectively used and Explore the mode of combining academic knowledge dissemination and live broadcast: using or building related live broadcast platforms can to a certain extent bring new ideas for the future development of academic self-media. This article sorts out the current idea of academic self-media setting up live broadcast columns on various platforms. And the specific implementation process and experience, in order to analyze and look forward to the new form of academic self-media broadcasting.*

Key words: *5G; Academic self-media; Live broadcast*

In the Internet era, "everyone has a microphone" academic self-media, as a platform for the dissemination of academic knowledge, has received more and more attention. As a new form of communication, webcast technology has strong real-time interaction, low threshold, with obvious advantages such as expressiveness, it quickly gathered a large number of users and generated great social influence. The online education model of "Live + Education" was generally accepted (IResearch, 2019). According to data provided by iMedia Consulting, the scale of China's online education market in 2019 is expected It reached 313.36 billion. It is expected that the market size growth rate will remain between 18% and 21% in the next three years. The growth rate will continue to decrease but the growth momentum will remain stable. After the advent of the 5g era, issues such as bandwidth and tariffs will be resolved. The quality of education has been substantially improved. Academic self-media has done a lot of practice when combining academic knowledge with live broadcasting.

Analysis of the Advantages of Academic Live Broadcast

Reconstruct the content production ecology

As a brand-new way of communication, webcasting has a strong immersive experience, which can greatly shorten the distance between people, effectively connect users and users, and meet the needs of interactive

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communication between the two parties. If the media can use this method of communication, it can avoid many intermediate links and accurately and vertically connect with the audience to reconstruct the content production ecology. On the one hand, it can accurately locate the audience through live broadcast activities and deeply tap user needs; and On the one hand, you can also understand the market dynamics through live events, adjust marketing strategies in a timely manner, and increase your own influence.

Close to consumer spending habits

Today's users are increasingly diversified in usage scenarios, and their consumption behavior is more fragmented. Webcast technology is used to carry out "free + paid" courses. It not only realizes the convenience and immediacy of production and dissemination, but also meets the fragmented consumption needs of modern social audiences. This makes academic self-media closer to users' consumption habits.

Promote changes in marketing methods

The rise of webcasting technology can, to a certain extent, bring opportunities to carry out marketing activities from the media. Webcasting has the advantages of a large user base, rapid and convenient dissemination, stronger interactivity, and low cost, on the one hand, it can improve the speed and efficiency of marketing , Reduce costs, bring together a large number of customers in a short time; on the other hand, the advantages of multi-channel, cross-platform, cross-terminal, etc. of web live broadcast can easily achieve verticalization and segmentation, and through interaction with users during the live broadcast process To directly grasp their interests and needs in order to make adjustments in a timely manner to quickly respond to the needs of live broadcast users. At the same time, the strong sensory experience brought by the live broadcast can enable users to feel the curriculum content more realistically and three-dimensionally, which is conducive to the establishment of academic autonomy the brand image of the media side improves its economic benefits.

The Path of Academic Live Broadcast Practice

Build a content system

In the process of academic knowledge dissemination from the media, academic content products are not uncommon. If these content products are subdivided, they can be divided into two categories (Zhou, 2017). One type is to set the content according to the subject sector, rearrange and combine, complemented by fine work, so as to highlight the head content. Most of these products focus on the interpretation of disciplinary books and strive to open up horizons and improve cognition. For example, various platforms on psychology, management, and audio interpretation products in finance and other disciplines. Among them, there are some excellent content, including XueZhaofeng's Economics Course" launched by iget. "Yale University Professor Chen Zhiwu's Finance Course" launched by Himalayan, these products generally have more than "10 Million + "subscriptions, welcomed by users.

The other type of content production is based on interdisciplinary, that is, not specific to a specific discipline, pay attention to methodologies. Most of these products focus on training in scientific research method skills, dissertation writing, project declaration and other skills, such as "ZhiShen" "lilac garden" with the self-

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built platform as its main body, "ZhiShen" has adopted the form of inviting experts to record subject column courses online, and launched courses such as "Academic Thesis Dismantling Camp" and "Internet Crawler Practical Training Camp", and conducts thesis offline. The writing training methodology, "Clove Garden" is mainly for doctors, and there are courses such as "sci thesis writing skills". It is a platform to invite experienced teachers to teach.

Course design: Hierarchical classification

At this stage, the mode of academic self-media launch courses is mainly divided into three categories: the first one relies on WeChat public accounts, Weibo and other platforms to start, continuously attracts fans with continuous high-quality content production, and finally enters relevant knowledge payment platforms. The second category is to directly enter the relevant knowledge payment platform, rely on its own high-quality content to attract users, and use community maintenance to continuously improve user stickiness, thereby achieving user value development. The third category is to use technical advantages to build its own publishing platform (Zou & Luo, 2017). The fans accumulated on other platforms will be diverted to their own app, so as to build a new traffic portal, convert fans into users, better increase product sales, and realize business monetization. Compared with online education platforms, course design has obvious shortcomings. For example, some English online education platforms launch one-to-one and one-to-two English foreign teachers; online programming classes also appear as one-to-five education models; and online education platforms such as Yuan education have launched one-to-three to simulate live and online classrooms.

Academic self-media launches different courses, and it should also propose a hierarchical and categorized course design and operation model for different users. For example, the user positioning of Erya Lecture Hall is mainly college teachers or students. Due to the seriousness of content production, the choice of platform is biased towards a more professional and vertical live broadcast platform, rather than a lively live broadcast website such as DouYu and BiliBili. However, in order to build a brand image and attract users in the short term, therefore While maintaining professionalism, publicity is also an issue that it has to consider. In order to maintain a balance between the two, at the current stage, Erya Lecture Hall chose Litchi WeChat and CCtalk as the main live broadcast platform. Litchi WeChat as WeChat the public account platform can take advantage of WeChat's huge user base to achieve user drainage. Users follow this account on WeChat and can use it to broadcast live. Therefore, in the Litchi WeChat class, Erya Lecture Hall has set up live broadcast section, which uses it to carry out voice-type live broadcasts and produce related audio products in real time. In addition, it can also provide live broadcast encryption and charging functions, which is a secondary Canton provides a convenient; and CCtalk as Hujiang real-time interactive education platform, the development of more mature, used primarily for live video broadcast platform in addition to the above, and Tencent class or BliBili is currently the main option.

Planning and arrangement of live broadcast

Choice of time. When academic free media or paid courses are pushed by academic media, pay attention to the characteristics of users when selecting live broadcast time. For example, the "Erya Lecture Hall" according to the characteristics of the selected platform, the scheduled time period is also different. Litchi micro-classes are mainly Audio live broadcast, and has the function of permanent listening, because the sound has strong concomitant, and the restrictions on listening conditions are less, so the choice of time is

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also more casual. Compared with audio live broadcast, video live broadcast has better listening conditions. The restrictions are strict, so the live broadcast on CCtalk is often fixed at a specific time period, which is convenient for viewers to watch regularly and timely.

At this stage, the live broadcast time is mainly fixed between 19:00 and 22:00, because the users are active at this stage, and the media contact rate is the highest, which is the best time for live broadcast. In addition, according to the actual needs of users, the live broadcast outside this period is more casual. During the live broadcast, viewers are also welcome to participate in this link, so the user feedback will be collected in time at the end of each live broadcast in order to choose for the next live broadcast time. Make timely adjustments. Choice of host and guests. The founders of academic self-media are academic practitioners or academic enthusiasts, and their audience is college teachers and students. Therefore, in the choice of host and guests, people with certain academic experience will be selected to participate. At the same time, according to the different courses the choice of guests also has different focuses. For example, Erya Lecture Hall is mainly engaged in various educational information services, such as fund application courses. Since users are mostly teachers and are just in need, experts with rich experience in fund application will be invited to come. As a guest, from the topic selection to the report writing process, we will share the experience for you, and provide one-on-one guidance in the later stage (Wei, 2017). For the postgraduate course, most of the senior students who have successfully passed the postgraduate study are invited to stand on the perspective of students and share with you Their own successful experience helps them to formulate scientific and efficient entrance examination plans, so that they don't take detours.

Live content: Stick to originality and conduct comprehensive content development. For self-media, in order to effectively utilize the advantages of webcasting, content production is a necessary factor in determining the effect of live broadcasting. It mainly refers to two major aspects. On the one hand, the quality of content production largely determines whether it can effectively maintain user stickiness. On the one hand, continuous content production capacity is also an important factor that determines whether it can continue to develop in the future. Based on the above considerations, Erya Lecture Hall is as far as possible to maintain a balance between the two in the field of content production: On the one hand, the content is original and requires precise positioning. , Adhere to meticulous, keep improving; at the same time, according to the real-time needs of users, adhere to a full range of content development, and keep the content solid and interesting, the form is easy and flexible. This is specifically reflected in the one hand, thesis camp as the main course, and successively launched thesis training and crowdsourcing Plan to attract students to participate as a strategy to maintain user stickiness; on the other hand, based on the expansion of the brand's influence in the early stage and the gathering of fans, it has also launched the Lanmei Research Institute, Fund Daniel Declaration, etc. Excellent courses, constantly developing new achievements in the field of content production. In addition, user feedback is collected in time for each live broadcast and invites points as a guest user, so that the content can later produce timely meet the needs of users.

This experience has a strong reference value for other academic self-media parties who want to get involved in the field of live broadcasting. That is, when their own live broadcast brand and influence have not yet been established and fans are lacking, they must focus on their own content production. Focus on polishing high-quality content, formulate and launch effective marketing strategies in a timely manner, and then rely on the advantages of online communication to quickly win the recognition of audiences and build their own distinctive brands and core competitiveness.

Marketing promotion

According to the operation process, the live broadcast can be divided into three stages: preparatory preparation, mid-term implementation and later promotion. According to the tasks of the three major stages, Erya Lecture Hall has accordingly launched a series of marketing promotion methods. Before the live broadcast, in order to make more It is known that the Erya Forum has set up corresponding public accounts and Weibo, etc., to use it for pre-warming and pre-warming at the same time, it also cooperates with corresponding partners, such as the social science circle, to help the Erya Lecture Hall. At the same time, several hours before the live broadcast, on the one hand, an automatic reminder function is set on the live broadcast platform, and on the other hand, a special course assistant will promptly remind fans who have already followed the live broadcast.

During the live broadcast, the host or guest will set up some welfare links, such as red envelopes, sweepstakes, etc., to increase user participation and attention. After the live broadcast is completed, in order to maintain the previous live broadcast effect, the live content will be generated accordingly. Audio and video products are promoted through Weibo, WeChat public account, Taobao, community, cooperative media, fans and other channels to maximize their influence. In addition, community maintenance is the top priority. Additional services such as daily newspapers and weekly newspapers have been launched successively, encouraging users to share academic or life experiences in the corresponding QQ or WeChat groups, and improve everyone's enthusiasm and participation.

Where is the Future of Academic Self-Media in the Wave of Webcasting?

Challenges facing academic media

Subject to various live broadcast platforms. Nowadays, the development of live broadcast technology brings self-media publishers a lower threshold for content production and dissemination, but the technology is not omnipotent, and academic self-media still faces major challenges, that is, it has to be subject to various live broadcast platforms. "Lecture hall", although it has been stationed on more live broadcast platforms, but through a certain stage of practical experience summary, it has not been found to be more suitable for its own live broadcast platform: Tencent classroom live broadcast experience is very poor and difficult to feedback; b station live broadcast is not easy to operate and watch B-site live broadcast users are often based on entertainment demands. If some self-media publishers want to use b-site live broadcast, how to guide users to watch is the biggest problem; other platforms also have their own defects.

Lack of capital and poor product operation capabilities (Wang, 2018). The promotion of original content is a major bottleneck that restricts the future development of many academic self-media. To crack channel and platform problems, it is necessary to increase capital investment, but for most academic self-media, it still lacks sufficient capital support. The academic self-media's product operation capabilities are also very scarce. Compared with online education platforms, the live streaming courses launched by academic self-media are based on the "free + paid" model, which attracts users to understand and purchase. Because online education has formed a certain scale It has perfect operation mechanism with market, pricing and after-sale. On the

https://doi.org/10.37420/j.cer.2020.030

other hand, academic self-media's ability to operate its products largely determines the effect of academic self-media's live broadcast.

The future trend of academic self-media

Build your own live broadcast platform and focus on community maintenance. Establishing your own live broadcast platform means that you can better grasp the business initiative and facilitate content production and marketing. Although live broadcast platforms such as b station and Tencent Class have their own advantages, relying on these strong platforms for content production and marketing promotion can achieve good results. These platforms have their own operating rules. Seeking support from these platforms means being bound by them, which limits the development of academic self-media to some extent. Therefore, with the expansion of its own influence and the accumulation of users can try to build their own live broadcast platform.

Focusing on community maintenance can increase the stickiness of the audience and gradually establish a trust mechanism to facilitate more direct user information feedback and better achieve two-way communication. However, the community is not a completely fixed group and needs to be continuously from the media. Strengthen and maintain, maintain communication and communication between members and members of the community, so that the community has always been in an active and interactive state. This will help build its own brand image, grasp users, and create economic value. For example, academic According to watermelon data, it is estimated that there are 350,000 active fans on its platform, with an average headline read of 21,632. By opening columns such as academic courses, and student services on the public account, it attracts new users, maintains old users, and on the WeChat public In the daily push, a free trial course is released, screenshots of friends circle are forwarded to the group, and advertising methods such as pin-ordering are used to accurately place advertisements to achieve user fission.

Content is still king, but the role of marketing will become increasingly prominent. Academic self-media has stable and high-quality content output, but it is not easy to get traffic. While academic self-media should develop marketing content, it should also pay attention to marketing orientation, and the growth momentum should also move from product-driven to marketing-driven. For example, "Academic Journal", Relying on the launch of a free live broadcast course for a limited time, allowing users to forward to the circle of friends without permission, and feedback the screenshots of more than 30 minutes of stored ads to staff for review, and then participate in the live broadcast course, adopting interpersonal communication and hungry marketing to maximize Develop user resources.

This kind of attempt can see the importance of marketing. If "good wine is also afraid of alleys", good content will still greatly reduce user experience if it lacks the maintenance of marketing. If you want to effectively use webcast technology, good content is of course important. But leaving the user still depends on the combination of "good content + good marketing". Only in this way can we achieve better word-of-mouth communication and brand building.

https://doi.org/10.37420/j.cer.2020.030

Conclusion

In summary, the potential of academic self-media to explore the practice mode of webcasting is huge. However, due to the limitations of its strength and lack of relevant experience, academic self-media must pay attention to the creation of its own content system and courses when using the webcasting platform to cooperate. Hierarchical classification in design. While playing the role of content resource provider, while maintaining its own high-quality content, the ability to value product operations and marketing can be described. Therefore, how to effectively reverse this trend in the development of academic self-media in the future, self-media Explore hard and keep summing up experiences and lessons.

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