



# Strategy and Media Construction of Education Platform in the Internet Age

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**Abstract.** There are two different modes of competition and game between traditional media industry and new media industry. Platform strategy + era is the most basic growth strategy of Internet media enterprises, which has just been established and developed. In the period of coal resources restructuring, platform strategy is a representative business model of emerging coal industry. Platform media is an online social information dissemination system based on platform strategy. This article will mainly discuss platform strategy and platform media system design strategy in Internet plus era, hoping to provide some inspiration for future research.

**Keywords:** Internet plus · Platform strategy · Platform media

## 1 Introduction

China's media industry is gradually carrying out a "radical change" along the evolution path from "emerging", "approaching" to "coexistence" and "domination". In the recent "coexistence" stage, the new and old media industry models are experiencing the most fierce game and competition. According to the Internet thinking and logic, the media industry reorganizes and comprehensively changes the media products, media platforms, the relationship between media and users, and the media industry model. The implementation of platform strategy and the construction of new platform media have become the main axis of media industry resources reorganization [1]. Platform strategy is the basic growth strategy of a group of dynamic Internet media enterprises. It is the representative business model of the new media industry in the process of media resources reorganization. The key points to implement the platform strategy are to build an Internet connected nuclear island (massive user group), build an Internet Ecosystem with independent evolution, dig deep into the profit pool, and open the platform boundary. Platform media is a self-organizing online social information dissemination system based on platform strategy. Using platform strategy to build platform media, we need to take targeted "construction" measures from the Internet nuclear island, social information dissemination and sharing system ecosystem, value network and profit pool, innovative enterprise partners and business model, flat modular network organizational structure and other aspects. The media education platform is shown in Fig. 1.

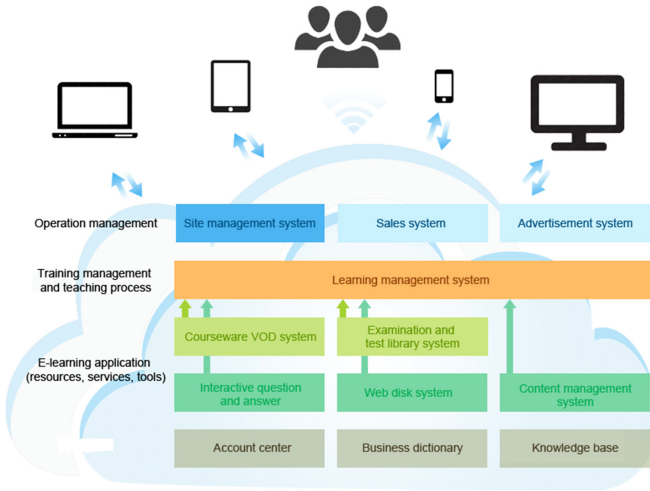


Fig. 1. The media education platform

## 2 Mathematical Formula Analysis for Latex

Formula symbols include: basic characters, relation characters, operators, case Greek letters and logic symbols. A formula template is defined as the organizational structure of laying out the relationship between symbols and elements in a certain logical order, which includes summation, integral, fraction and root [2–4]. There are non-linear relations between the symbols of formulas, such as up and down, left and right, nested.

$$\frac{\sqrt{a^2 + b^2}}{x} \tag{1}$$

a, b, 2 and x are all basic characters. Fraction represents the logical relationship between the basic elements in the formula, which is the template of the formula.

Each element in the final set Q is an index item, as shown in Fig. 2.

$$\frac{b}{2a} + \sqrt[2]{b^2 - 4ac} \tag{2}$$

## 3 The Role and Significance of we Media Development in the New Media era

### 3.1 Internet Advantage

The meaning of the media is the use of the advantages of the Internet, digital technology and information technology, and the birth of various media such as micro-blog, WeChat official account, network community and short video. This kind of media has many characteristics, such as low threshold of media practitioners, high speed of information

transmission, wide range of content and so on. Compared with traditional media, it is more convenient and random in communication. It is a new thing in the new media era, which conforms to the development trend of the media industry. Every social individual can participate in the media communication. The impact on social information reform is unprecedented [5]. The expansion of the overall audience of information also reduces the access caliber of information. Using various media platforms, white media shortens the communication radius between social individuals and improves the interaction ability between individuals.

### **3.2 Audience Group**

The audience does not get news information through a single traditional media. It is also through we media to realize the transformation of the relationship between information owners and communicators. Therefore, the new media for the development of the times has far-reaching significance, with a high degree of openness, but also has the timeliness of information collection and transmission. At the same time, with the continuous development of mobile network, mobile electronic society has become more intelligent and convenient, and mobile phones have gradually replaced computer terminals as an information interaction platform. The efficiency and interactivity of we media are improved. However, there are still incomparable characteristics between we media and professional media. Most of US media practitioners do not have professional media knowledge learning and related content training. The performance style of we media with strong personal color and the lack of strict regulations are easy to expose all kinds of obstacles.

## **4 Obstacles in the Development of we Media**

### **4.1 False Rumors Abound**

In the current development of we media, the distinctive personalized style enables the public to express their views and emotions through we media. However, the censorship threshold of information has been lowered, and the ability of professional media to filter some rumor information is also something that most we media practitioners do not have. All of these make the information of we media change in randomness and space-time limitation [6–8]. A lot of we media information is not authentic. Most of the false information begins to spread through we media. Many information that is easy to cause social panic, especially the false information deliberately spread by lawless personnel, has become a relatively bad influence in the development of we media. Some unconfirmed information was deliberately spread. It is very easy to cause the spread of the audience in a short period of time and endanger the security and stability of society.

### **4.2 Advertising is in Vogue**

The development of we media has brought a higher audience. Some businesses have taken a fancy to we media platform and started to invest a lot of advertising. Audience

groups will touch many advertisements when they contact all kinds of we media. For example, some short video we media, a lot of goods appear in the form of advertising in the video, such as online game advertising, drug advertising, cosmetics advertising and so on, which all appear in a large number in we media in various forms. In particular, some advertisements prohibited by SARFT from appearing in traditional media TV are constantly flooding in we media [9]. The chaotic situation of advertising agencies makes the management of we media, especially the management of advertising promotion more difficult.

**4.3 Vulgarization Content is Forbidden Repeatedly**

When many we media were born in the early days, they began to attract a lot of attention from the audience through the low-speed action of attracting attention in a short time. With the development of we media, many we media have vulgar or unhealthy content. Such as Kwai Tai platform, micro-blog and so on are punished by relevant management departments on vulgar content. As shown in Fig. 2. However, the current law of our country is still not mature enough for the management of vulgar content in we media, many management systems are not established in time, and it cannot be prohibited only by self-discipline of we media industry.

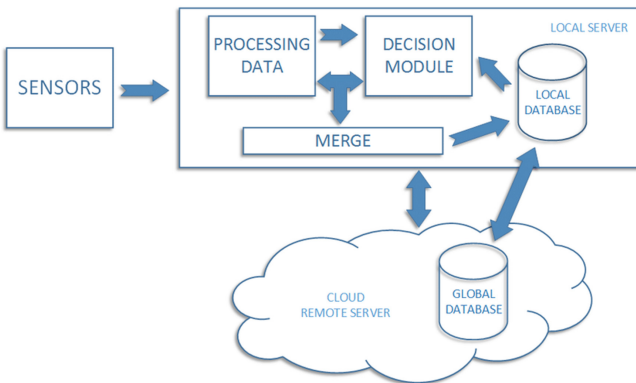


Fig. 2. Improve the operation mechanism of we media

**5 Solutions to the Obstacles in the Development of we Media**

**5.1 We Media Subject Moral Consciousness Needs to be Improved**

We media subject is all social audience users, need to effectively improve their own moral consciousness and news literacy, to conduct a high degree of self-consciousness of moral norms and moral consciousness. Only by improving their moral consciousness, can the audience really put an end to the false and obscene contents in we media information [10]. We should face the complex social information with the instinct of thinking, analyze and

screen the social information, and correctly edit and process the objective information, so that it can be presented in the correct or advanced form. Even if the correct formula of the rational subject overflows with the sea information in the Internet space, most of them are coated with entertainment, We should correctly enhance the overall moral quality of the media players, change the vulgar publicity atmosphere, strive to promote social progress in all aspects, establish a sense of mission from the media, and do well in the media. We should protect the media from the standard and bottom line of the media. We need the media supervision department as the leading body and the whole society to participate in the network environment. We media operators should establish a good moral outlook and stick to the self-discipline of the media industry.

## **5.2 The Influence of we Media on the Network Platform cannot be Underestimated**

Bad information can quickly spread to the audience through we media in a short time. Therefore, we media practitioners need to sort out the correct values, and pay attention to the extent of their own dissemination of information to guide public opinion. The network operators of their own media also need to set an example, establish the correct values of the website, and resist the erosion of wrong and unhealthy ideas. We media network operators also need to strengthen their own supervision and management functions, the management of the website cannot relax the system management audit mode, strict production of information products [11]. We should also supervise the server operators from the source, increase investment in information censorship institutions, timely delete unhealthy information on the network, and resist the behavior of wanton destruction of the network environment. The Internet world is the whole society, and every netizen and audience has the obligation to maintain a clean network space. Not only do information publishers need to have a basic sense of social responsibility, as the audience, they need to establish a large number of network propaganda and public opinion to guide volunteers. They should take the initiative to attack, supervise, dare to light the sword in the Internet world, dare to fight with negative information with correct public opinion, present all the truth to the society, and guide the correct development of society.

## **5.3 Improve the Operation Mechanism of we Media**

We media information release and management is relatively loose, with a high degree of freedom and randomness. Therefore, we need to improve the operation mechanism of the media, establish an effective registration user management system, clean up the unregistered “waistcoat”, improve the real name system, realize an ID number corresponding to a mobile phone number, register only the unique account nickname, and provide a more consistent technical guarantee for the user’s network security, so we must adopt strict management mode for the audit information. All Internet security level protection must be seamlessly linked with public security organs and communication institutions to achieve “big data”. Personal information should be encrypted to prevent information from being stolen and used. Network recovery should be done without omission. Through continuous research, the legislature should legislate on Internet Security and

increase the punishment of Internet crimes. To sum up, we media has achieved unprecedented development in the new media era. Pay attention to the development trend of we media and effectively solve the problems existing in the development of we media [12–14]. In view of the bad false information, we should resolutely crack down on and eliminate it, purify the network environment, ensure that we media can obtain the benign and effective development, and reasonably play the real value of we media in the new media era.

#### **5.4 Strengthen the Supervision and Management of we Media**

The supervision and management of we media cannot be carried out only through the improvement of the moral level of the employees of we media. But we should strengthen it in many aspects, especially the function and effect of the gatekeeper. Tiktok and the social bottom line “gatekeeper” are introduced into the media era. We have handled the main media from micro-blog, WeChat, jogyin, post bar and other media, and played the role of the general valve that the society has transmitted the latest and credible information. The operators in the new era, the network information regulatory authorities need to have unhealthy content in the Internet platform of the media. It is necessary to introduce effective technical means to strictly manage the information dissemination of we media network platform, Improve the intensity of information review, standardize the internal management level of operators, and crack down on organizations and individuals disturbing the network security environment through legal means.

## **6 Radical Change and Reorganization of Media Industry Resources**

From the perspective of the overall evolution of the media industry in recent decades, we can see that the new and old industrial models are undergoing a long period of radical change. Generally speaking, the changing track of this process can be described as gradually unfolding along the path from “emerging”, “approaching” to “coexistence” and “domination”.

The “emerging” stage of radical transformation of China’s media industry was in the past ten years from 1987 to 2004. Meanwhile, the important characteristics of the Internet in China’s “emerging” stage from scratch and from small to large are: changes from new technologies and customers, and the “threat” of the media industry emerging and growing in those smaller and strategically important market segments. It is in the “new stage” that the Internet has achieved innovation and diffusion along the path of “science and technology institutions, one university and one society” [15, 16]. It has gone through the “four step” development in Chinese mainland: in 1987–1994 years, the application scope of the Internet was limited to scientific research institutions and university campuses. In the 1995–1998 years, the Internet gradually opened to the public, and the traditional media started to build the network version; during the 1999–2001 years, The rise of national news websites such as people’s net and Xinhuanet, and commercial portals such as Sina, Sohu and Netease; from 2002 to 2004, with the continuous development of blog, online community and online video, the Internet has entered

the Web2.0 era of large-scale, diversified and personalized development. At that time, although the traditional media did not necessarily feel the threat directly, the “threat” itself was growing vigorously, and it constantly brought the elimination pressure to the core business activities and core assets of the traditional media industry, including the newspaper industry and the radio and television industry [3].

At present, we are experiencing the “coexistence” stage of the evolution of China’s media industry. 2014 may be the first year of “coexistence”. Not only the collapse of traditional media business model is obvious, but also media policy resources, social resources and human resources are inclined to the Internet platform. The period of “coexistence” lasts only four to five years. The so-called “coexistence” is not the long-term development stage of “peaceful coexistence and mutual promotion” of the new and old industrial models, but a special stage of fierce competition and game between the new and old industrial models. It is at this stage that the old industrial model is becoming more and more fragile, and the new industrial model gradually subverts the old industrial model and finally gains a dominant position. In the game process of media industry mode, the vigorous vitality of the new industry mode leads to the decline or collapse of the old industry mode. The way of creating value in the new industry has gradually become the dominant way of the media market [17]. The traditional newspapers have withdrawn from the market, and the traditional radio and television have begun to withdraw from the market, or turn to completely operate the new mode. This is an important characterization of the “coexistence” stage. ① The “domination” stage is the fourth stage of the media industry radical transformation evolution. This stage is not far away. The typical feature of the “domination” stage is that the new media model that creates value for media users is absolutely dominant, and the new industry must create value according to the new model; most media users stop using the old media system and replace it with a new one. At this stage, traditional media may still exist, but it no longer has the possibility of profit. In the dominant stage, new market leaders or new mainstream media platforms will emerge under the new industrial model. What follows is the completion of the whole industrial evolution cycle and the beginning of another new evolution cycle.

## 7 Implementing Platform Strategy with Internet Logic

Platform strategy is the basic growth strategy of a group of dynamic Internet media enterprises, and it is the business strategy representing the new industrial model in the process of media resources reorganization. The so-called platform strategy emphasizes that the products or services of an enterprise connect two or more specific user groups, provide them with an interactive mechanism, meet the needs of all groups, build an Internet Ecosystem, and form a market strategy of the same side or multilateral network effect. The Internet Ecosystem constructed in this way is actually a “multilateral self-organization management system” [18]. The implementation of the platform strategy is to build a perfect “multilateral self-organization management system” with strong growth potential. It has a unique precise specification and mechanism system, which can effectively stimulate the interaction between multi groups and achieve the vision of platform enterprises.

In the era of “Internet plus”, such a self-organizing business system must be developed in accordance with the logic of the Internet. According to Professor Yu Guoming’s

definition, the Internet is a kind of “high dimensional media”, which will greatly activate and release individual energy. ① There are two key words to understand and grasp the logic of the Internet: one is connection. Connection is the essence of Internet. Internet is the connection and integration of all social elements, market elements and all possible value elements. The changes and great possibilities it has brought and will bring to the world are all derived from the connection and connection of all things and human beings as a whole [19]. It is unimaginable that the interconnection among “content network”, “interpersonal network” and “Internet of things” and the huge value added space created by the social synergy based on this connection. Without connection, there will be no Internet; without connection, there will be no Internet plus and the future development of the Internet. Second, opening up. As a basic law of survival and development under the logic of interconnection, opening up oneself is the first important thing. The mode of existence in the Internet age is “network existence”, and every institution and individual is an end of the network relationship. The decisive factor in the Internet age is the relationship rather than the entity. The relationship determines the entity, the entity obeys the relationship, and the relationship determines the new rules of the game. Therefore, Internet logic requires network actors to realize self opening.

Build an Internet Ecosystem with independent evolution. The core here is to fully release the data energy of the Internet nuclear island, activate online and offline resources, reconstruct supply and demand, cross-border integration, connect everything, build a multilateral market platform ontology, and “build” the specific strategies of the Internet Ecosystem, which are various. It can be “purchased”, and the formation of initial products and initial users of the platform is realized by the strategy of purchase and imitation; it can be “entered”, and in order to overcome the market entry barriers, the new platform providers must be able to provide revolutionary services and functions; it can be “built”, and large-scale social collaboration can be formed to form a bilateral network, and play the same side and cross side network effects; it can be “evolved”, With the increasing complementarity, functional diversity, compatibility and interoperability of products, the platform is also evolving and upgrading, from the internal platform of enterprises to the supply chain platform, industry platform and multilateral market platform. As

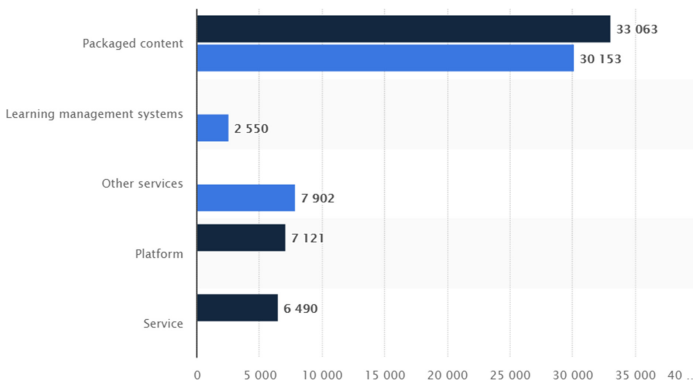


Fig. 3. The platform service people number



shown in Fig. 3. The platform can be “surrounded” and integrated based on the complementary relationship, weak substitution relationship, or completely unrelated functions [20]. Through the way of multi platform binding, we can use and share platform user resources; we can “innovate”, implement product platform innovation and ecosystem innovation, expand and upgrade the platform.

## 8 Conclusion

The new mainstream media is a self-organized social information dissemination platform system with “net generation” as the main user group: it is a new Internet ecosystem that realizes cognitive surplus and user driven, Renren online and global coverage, and influence aggregation. It is a self-organized social information dissemination platform system with “net generation” as the core user. The so-called “new type” is reflected in three aspects: first, facing the new mainstream social groups. To realize the effective link between social information dissemination products and the “Internet generation” after “85”, 90 “, and even after” 00 “, so as to solve the pain, difficulty and excitement of the social information needs of Internet aborigines and mobile Internet aborigines. Second, the new business model. Apply platform strategy to build platform media. Third, a new organizational structure. Flat, modular and network organization structure is the inevitable choice of the new mainstream media organization structure. In the traditional pyramid organizational structure, it is impossible to grow a new type of mainstream media.

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