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**The Best Using Approach of We Media**

**INTRODUCTORY SUMMARY**

We can easily notice that citizens increasingly use Internet in the modern city life and Internet has rapidly development. Internet is like bread and butter for majority of people. Many people can’t live without Internet. Internet is an important base of We Media’s produce, a large number of Internet users publish things they see with their own eyes, they hear with their own ears by micro-blog, forum or WeChat moments everyday. By the end of November 2013, WeChat registered public platform to break 2000000; NetEase cloud reading from We Media the number reached 429, science and technology reached 60; according to incomplete statistics, We Media settled in Today’s Headlines have been broken hundred times. The major news events are unexpected, when a catastrophic event occurs, a large number of people can be a scene of “news journalist”. Many major historical events record by amateurs. In the coverage of the Iraq War, some journalists can’t touch the source of information; netizens offered the information to them. When forwarding, comments and other acts as a part of human daily life are inseparable, marked the official arrival of We Media age.

**INFORMATION ABOUT WE MEDIA**

**Definition**

We Media is also called “citizen media” or “personal media”, refers to the private, popularization, generalization, independent of the communicators, convey a variety of information which is standardization or non-standardization to majority or specific individual.The most representative we media is that American “Facebook” and “Twitter” and Chinese micro-blog, WeChat public platform, Renren and so on.

**Characteristics**

We Media have a series of obvious characteristics. First of all, We Media is diversification. Because the communication subjects are from all walks of life, compared to traditional media, We Media coverage is increasingly broader and the ability to discover and achieve all kinds of events information is better. To a certain extent, they for comprehensive understanding of news events can be more specific, clearer, more practical, and even more advantages. They can make good use of their professional knowledge, to make a detailed technical demonstration.

Secondly is universal generalization. The most important role We Media played is it gives voice to the people who are grassroots, to the general public; it can help reflecting the public opinion and individual value. The generalization of the "self expression and voice" is becoming a trend. These amateur enthusiasts as opposed to the traditional news media practitioners, reflecting the non utilitarian strong, their participation with less default position and prejudice of news events, their judgment tend to be more objective and impartial.

Next is wieldy. Compared to the traditional media is easier to operate. Traditional media needs to spend a lot of manpower and financial resources to maintain. Take Sina micro-blog as a example, users only need to apply through a simple registration, according to the service provider's network space and optional template, they can use the layout management tool, and release of the text, music, pictures, video and other information on the internet, to create their own "media".

The last is We Media can have an interactive communication quickly. No limit of time and space, thanks to the development of digital technology, information can be spread quickly, and it also enhance timeliness greatly. We Media can rapidly spread information to the audience; meanwhile, the audience can also give feedback on the information dissemination quickly. Therefore, the interaction of We Media is the best of all kinds of medias.

**THE POWER OF WE MEDIA**

**Distribute information**

The main power of We Media is distributing any information. The 2008 Wenchuan earthquake, after the earthquake occurred two minutes, the first message of the earthquake on the video uploaded to youku.com. However, from the earthquake happened at 14:28 the State Seismological Bureau through the official Xinhua news agency released the news at 14:46, this 18 minute blackout is a lack of authoritative information and external communication, the communication of Sichuan is also outage. In that case, Internet has become the only channel of information disclosure and transfer, disseminating and collecting information around at the first time. Before the disaster, everyone can be a journalist.

In February, Chai Jing with the haze survey "under the dome" documentary comeback. The video on Youku launched the 6000000 plays, 24 hours playback volume of nearly billion nets. This was due to the power of We Media. In the video released a week, haze governance has become the hottest topic nationwide, not only experts and relevant departments concerned, netizens are also discussed. The extremely high attention is due to the rapid development of We Media; giving ordinary people a platform to express their views so that people can express their mind freely, exchange different feelings, so as to obtain new cognize.

Perhaps this is the meaning of We Media existence, causing people have interest in the study of some known but have not yet solved the problem, awakening consciousness of suffering about the problem, so that force the experts and scholars come to the solution and make the benefit of people's life.

**Supervise**

According to statistics, in 2010 the heat of public opinion on the first 50 major public events, starting with micro-blog is about 11, accounted for 22%. [4]"Jocie Guo", "famous brand handbags," "the Imperial Palace relics damaged" events were first exposed to micro-blog, it can be said We Media plays an increasingly important role in the supervision of public opinion, reflect the social conditions and public opinion. In the age of We Media, users can whenever and wherever possible to uncover, the corrupt are impossible to guard against. In a certain extent, this measure strengthens the supervision of the people's power.

In the We Media supervision, we should strive to seek truth from facts, in the premise to ensure the authenticity and credibility of the truth; we need to do the best of anti-corruption and reflecting the will of citizens.

**Freedom of expression**

In We Media age, anyone can get into the network to participate in the global information exchange, through the platform from We Media; citizens have freedom of speech and accept information that is given by others, in order to maximize participation. Freedom of speech given by We Media as a new form of freedom of speech give birth to the hitherto unknown development of citizen's freedom of speech. Citizens can express their political ideas, the realization of civil rights of democratic supervision, exposing violations, illegal, criminal acts of others since the media age, timely collection and distribution side of the news event, on the other hand through the rapid spread from the media, it also can form an effective social events the pressure of public opinion, the events are handled in a timely and objective.

But due to a high degree of freedom of speech and lack of supervision, sometimes freedom of expression may cause some problems. To achieve the positive development of the media, let We Media users be responsible for their own behavior and words, comply with the relevant laws and regulations, rational constraints in their own words and deeds, is very important and necessary.

**THE RESEARCH METHOD**

In order to know about circumstance of university student use We Media, I have made a questionnaire and share it to the moments and micro-blog. Almost 300 students participate in the research.

Over 80% university students use We Media everyday. The figure shows us clearly that We Media is already a part of university students’ life. They always use We Media and most students rely on social contact software.

From the questionnaire, we can see that their own experience is university students most prefer to share. However, things about professional knowledge are less to publish. This phenomenon reflects that most university student just like share something about themselves or funny things, just minority students would prefer devoting themselves to academic studying.

Compared with Figure 2, Funny videos, good articles and entertainment news are preferred by over half of students. The most probable reason is that university students intend to use this way to relax themselves. All in all, the contents they publish and read are not profound things.

**CONCLUSION**

According to the research, some problems still exist in using We Media. University students how to make a good use of We Media is worth to be discussed. And students can use We Media to do what is also important.

First, university students can achieve information and knowledge. Using the information and resources released by a variety of We Media to achieve a large number of knowledge. The elite from all walks of life are likely to be released some of the resources on the Internet, university students should make good use of these resources to learn the content they are interested in, so as to enrich themselves, improve themselves. Another thing we can do importantly is university students’ innovative undertaking. Take WeChat marketing as a example, students only need to use the online sales to generate revenue, eliminating the entity shop rental fees, zero cost to set up a "business", it can create more profits to provide more high quality and inexpensive products or services to customers. WeChat is relying on the majority of fans for advertising pricing basis, WeChat public platform can be released through commercial advertising to generate revenue. The last is we need to protect not only ourselves but also others privacy. On the Internet, it’s a common phenomenon that people don’t responsible for their words. As a modern university student, we should take the lead to be responsible for our words and behaviors.

Sincerely,

Zhang Yaoyue