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# Research on the Path of Campus Culture Construction in Micro Era Universities

Ling Long

Changsha Normal University, Changsha 410100, Hunan

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**Abstract:** In recent years, with the rapid development of computer, Internet and other technologies, as well as the widespread popularization and application of social media such as microblog and WeChat, the information dissemination and exchange of human society has entered the “micro era”, which not only aggravates the difficulty of building campus culture in colleges and universities, but also aggravates college students’ identification and sense of belonging to the campus culture built in traditional ways. Based on this, this article conducts research and analysis on the path of campus culture construction in micro era universities, and provides valuable reference opinions for educators while enriching campus culture and creating a good campus cultural atmosphere.

**Keywords:** Micro era; Universities; Campus culture; Construction Path

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## Introduction

Campus culture is a special cultural and educational factor in universities, which not only fully reflects the spiritual outlook of universities, but also affects the behavior, daily life, ideals and beliefs of college students, directly related to the construction and development of universities, and even the growth and success of college students. Based on the background of the micro era, the campus culture of universities can only further meet the needs of college students for campus culture by following the trend of the times, fully utilizing the advantages of micro platforms. Therefore, the following text provides a detailed analysis of the connotation, characteristics, role, and construction path of the micro era in the construction of campus culture in universities.

## 1. Overview

### 1.1 Micro era connotation

Micro era is an era of information dissemination based on digital information, with the help of the Internet, communication technology platform, mobile phones, computers and other terminal equipment carriers, as well as WeChat, microblog and other communication software media<sup>[1]</sup>.

### 1.2 Micro era characteristics

Compared to the past, the micro era has new forms of public opinion, living environment, and communication, mainly characterized by the following points: first, openness. In the micro era, the sharing and communication of information, are all very extensive and rapid. To a certain extent, it provides corresponding platforms for people's learning, work, and life, realizing timely communication and exchange. Secondly, centrality. The micro era has ended the dominant position of traditional media, and information technology has changed the roles of communication and reception, overlapping and gradually fading. In addition, the rise and popularization of social media have enabled everyone to directly face the camera, carry mobile devices, and become the protagonist. Therefore, this has brought challenges and impacts to traditional media and central tasks to a certain extent, and information dissemination has gradually shifted from one-way dissemination to two-way dissemination. Thirdly, grassroots. Against the backdrop of rapid development of information technology, the scope of use of micro platforms continues to expand, gradually becoming the main medium for mass login and use, reflecting to some extent the characteristics of mass and grassroots. Fourth, originality. In the context of the micro era, with the continuous updating and upgrading of terminal devices such as smartphones, people have gradually become the main body of information dissemination. In addition to using APP software for window style conversations, they can also publish their own original articles, videos, and other works. Moreover, with the strong interaction and sensory advantages of social media and the Internet, individuals can also reflect the characteristics of concealment in real life<sup>[2]</sup>.

## 2. The role of micro era in the construction of campus culture in universities

Campus culture in universities mainly refers to the inheritance, creation, accumulation, and sharing of the combination of material, in-

stitutional, behavioral, and spiritual culture by university teachers and students through long-term educational and teaching practice activities and management services. Among them, college students, as important subjects of campus culture in universities, have been widely used in various new types of social media under the background of the micro era, which has to some extent had an impact and promoted the construction of campus culture.

### **2.1 Grasp the ideological trends of college students**

Under the micro era background, the Communist Youth League organizations in colleges and universities can establish official media channels, such as microblog, official account, etc., to enhance the communication between school leaders, teachers and students, so that they can not only more comprehensively understand the ideological changes and actual needs of college students, but also carry out more targeted campus cultural activities.

### **2.2 Promote the widespread and personalized development of university culture**

In the context of WeChat era, college league organizations can timely and accurately release relevant information about campus cultural activities through new media platforms such as microblog and WeChat official account, so as to help college students understand various information more effectively, thus expanding the scope of participation in campus cultural activities, enabling more students to participate in specific activities, which plays a very important role in promoting the innovation of campus cultural activities, improving the attractiveness, expanding the scope of information dissemination, etc.

### **2.3 Expand the influence of universities among the general public**

For a long time, due to the lack of public awareness and understanding of the construction of campus culture in universities, the influence of campus culture in universities has been very limited. At this stage, in the context of the micro era, colleges and universities must keep pace with the times, and release the information of campus cultural activities in a timely manner through microblogs, official account and other channels, so that more people can be attracted to join in and feel the cultural atmosphere of the campus, and at the same time, the Communist Youth League organizations in colleges and universities can go out of the campus and expand their social influence<sup>[3]</sup>.

## **3. Path of Campus Culture Construction in Micro Era Universities**

Based on the background of the micro era, universities can only promote the development of campus culture towards the direction of "cultural people" and improve the timeliness of campus culture education by actively adapting to the trend of the times, taking into account the ideological dynamics and cultural needs of college students, and actively implementing corresponding methods.

### **3.1 Consolidate the dominant position of campus culture**

At this stage, in the context of the rapid development of Internet technology, a variety of multicultural, information and information are pouring in, making college students' ideological values can be freely produced, spread and accepted. In the battlefield of ideological and cultural struggle, To this end, in the context of the micro era, university educators can take measures from the following aspects: firstly, change their mindset, increase their emphasis on the value of new media, and actively create and utilize their own "micro platforms" based on the actual situation of universities, thereby fundamentally enriching the cultural content of university campuses; Secondly, in response to some social hot topics, university educators should also take the initiative to speak out and make corresponding evaluations and analyses of the content of the hot topics. Only in this way can the leading role of university campus culture be played, and it can use positive, healthy, and upward mainstream culture to subtly guide and educate college students, ultimately promoting the formation of correct ideological values and enhancing their resistance and immunity.

### **3.2 The discourse mode of reconstructing campus culture**

Compared to the past, cultural information in the micro era presents characteristics such as conciseness and impact. In addition to using three-dimensional methods such as images, videos, and audios to disseminate information, it can also use spatial narrative, flattening, and other communication methods to implant personal emotions into real life and achieve large-scale gathering, fully reflecting the uniqueness and charm of micro culture to a certain extent. In this era, universities can only further optimize the construction effect of campus culture by keeping up with the pace of the times, fully utilizing the advantages of micro media, and reconstructing the discourse mode of campus culture. Firstly, the "micro" culture of campus cultural activities. In the process of micro culture communication, college educators can integrate mainstream culture such as socialist core values into it, and spread it through microblog, WeChat official account and other "micro media", so as to affect more college students and groups. At present, in the context of the micro era, university educators need to comprehensively observe the ideological trends and cultural needs of college students, carefully select and map educational topics, narrative methods, and theoretical basis, and use popular ways of expression such as illustrations and text to improve the acceptance of college students. Secondly, on the campus micro platform, experienced counselors with solid theoretical knowledge and unique personality charm can be selected as the leaders of campus

culture. In their daily work, they can use micro media to actively and reasonably participate in various online discussions among students, guide the school's culture and public opinion, and create a positive and healthy cultural atmosphere.

### 3.3 Strengthen the scientific analysis and judgment of campus culture

Compared to traditional media, micro media has the characteristics of fast, convenient, and anonymous expression. Against the backdrop of deepening social reform and development, people's thinking is very active, especially among college students. In the context of the micro era, college students can not only fully express their inner needs and ideological views, but also, with the continuous dissemination and intersection of this information, their individual consciousness is likely to evolve into a collective consciousness, and unleash tremendous abilities, which can to some extent construct a new campus cultural environment. However, due to the lack of sound relevant systems, some online quotes and comments are too paranoid, extreme, and negative, which is very unfavorable for college students to form correct ideological and value concepts. Therefore, based on a full understanding of the characteristics and content of the micro era, university educators must follow the laws of social and cultural development, comprehensively investigate and analyze the actual spiritual and cultural needs of different groups, and provide them with the cultural content they need and are interested in. This not only allows more college students to participate in campus cultural construction, but also explores new directions for the development of campus culture. In addition, it is also necessary to take preventive measures, timely detect and deal with negative thoughts and consciousness in the group, guide them towards a positive culture, and promote the comprehensive development of college students, so that they can contribute to the development of social civilization.

## 4. Conclusion

Through the research in the above article, it can be concluded that the construction of campus culture in micro era universities plays an irreplaceable and important role. At present, in the context of the micro era, various emerging media are widely used, which to some extent brings opportunities and challenges to the construction of campus culture in universities. As educators in universities, in order to ensure the smooth construction of campus culture, it is necessary to fully utilize the advantages and characteristics of micro media and micro platforms, while also keeping up with the development trend of the times, constantly exploring and innovating in practice, and establishing a campus culture dissemination platform with its own characteristics, in order to better integrate the ideological concepts of college students with the construction of school culture, and truly serve the growth needs of college students.

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