Research on the New Paradigm of Cross border E-commerce Education and Training Live Streaming Matrix in the Integrated Media Environment

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Abstract: Under the development trend of iterative upgrading of new Internet technologies and integration of media, the traditional cross-border e-commerce teaching and training model has been unable to meet the current market demand. The cross-border e-commerce education and training live streaming matrix, as an emerging teaching model, faces new opportunities and challenges. This article aims to explore the new paradigm of cross-border e-commerce education and training live streaming matrix in the context of integrated media environment, and propose corresponding solutions.

Keywords: Integrated media; Cross border e-commerce; Live streaming matrix

1. Overview of Cross border E-commerce Education and Training Live Streaming Matrix in the Integrated Media Environment

With the acceleration of globalization and the development of Internet technology, cross-border e-commerce has become an important part of global trade. However, the field of cross-border e-commerce education and training still faces many challenges, such as single teaching content, outdated teaching methods, and poor teaching effectiveness. To address these issues, we need to explore a new teaching model to adapt to the cross-border e-commerce education and training needs in an integrated media environment.

1.1 Integrated media

Integrated media refers to the fusion of different media forms (such as text, images, audio, video, etc.) to form a new form of media. The emergence of integrated media has changed people's ways and habits of obtaining information, and has also brought new opportunities and challenges to cross-border e-commerce education and training.

1.2 Cross border e-commerce education and training

"With the rapid development of the Internet and the popularity of smart phones, live e-commerce will fully erupt in China in 2020, and then major well-known social networking, e-commerce, and short video platforms at home and abroad have joined the new retail industry of cross-border e-commerce live broadcasting. Live broadcasting has risen rapidly, becoming an extremely popular traffic gathering place at the moment." Subsequently, the cross-border e-commerce industry has developed rapidly, and cross-border e-commerce education refers to the talent training and knowledge popularization of the cross-border e-commerce industry. On May 30, 2024, the Ministry of Commerce held a regular press conference. Spokesperson He Yadong of the Ministry of Commerce introduced at the conference that cross-border e-commerce is a driving force for China's foreign trade development and an important trend in international trade development. Currently, cross-border e-commerce education and training also face new needs and challenges, such as the real-time nature of teaching content, the diversity of teaching methods, and the evaluation of teaching effectiveness.

1.3 Live streaming matrix

Live streaming matrix refers to the integration of multiple live streaming platforms or channels together to form a matrix style live streaming system. The emergence of live streaming matrices has brought new teaching modes and methods for cross-border e-commerce education and training, such as multi platform synchronous live streaming, interactive teaching, data analysis, etc.

2. The characteristics and development trends of cross-border e-commerce education and training live streaming matrix

2.1 Characteristics of Education and Training Live Streaming Matrix

2.1.1 Real time interactivity: The educational training live broadcast matrix can achieve real-time interaction between teachers and students, improving learning effectiveness.

2.1.2 Personalized teaching: Provide personalized teaching services based on the needs and characteristics of students.

2.1.3 Diversified courses: covering various aspects of cross-border e-commerce, such as marketing, logistics management, laws and regulations, etc.

2.2 Development Trends of Education and Training Live Streaming Matrix

2.2.1 Technological innovation: With the continuous development of technologies such as artificial intelligence and big data, the education and training live streaming matrix will become more intelligent and personalized.

2.2.2 Industry chain integration: The cross-border e-commerce education and training live streaming matrix will have closer cooperation with upstream and downstream industries, forming a complete industry chain.

2.2.3 Global layout: The education and training live streaming matrix will further expand the international market and provide services to students from more countries and regions.

3. The Impact of Integrated Media Environment on the Cross border E-commerce Education and Training Live Streaming Matrix

3.1 Diversification of teaching content

3.1.1 Multi platform and multi language live broadcast: The cross-border e-commerce education and training live broadcast matrix can be broadcast on multiple live broadcast platforms, such as Tiktok, Kwai, and Station B. The cross-border e-commerce education and training live broadcast matrix can be conducted in multiple languages, such as English, French, Spanish, etc., to meet the learning needs of students from different countries and regions.

3.1.2 Multi angle teaching and on-site investigation live streaming: The cross-border e-commerce education and training live streaming matrix can invite experts and scholars from different fields to live stream, explaining cross-border e-commerce knowledge and skills from different perspectives, such as marketing, logistics, payment, etc., to enrich teaching content. The cross-border e-commerce education and training live broadcast matrix can be conducted through on-site inspections, such as visiting cross-border e-commerce enterprises, logistics centers, overseas warehouses, etc., allowing students to have a more intuitive understanding of the actual operation of cross-border e-commerce.

3.1.3 Case analysis live streaming: The cross-border e-commerce education and training live streaming matrix can be conducted through case analysis, allowing students to learn the experience and lessons of cross-border e-commerce through practical cases, and improve their practical operational abilities. The construction of the live streaming matrix mainly includes the following parts:

3.1.3.1 Live broadcast platform: The company has set up live broadcast rooms on several live broadcast platforms, such as Tiktok, Kwai, Station B. Each live streaming platform has dedicated anchors and course teams responsible for providing students with different teaching content and services.

3.1.3.2 Social media platform: The company has also opened official accounts on the social media platform, such as WeChat official account, microblog, Xiaohongshu, etc. Through these platforms, companies can publish live broadcast previews, course information, learning materials, etc., and also interact and communicate with students.

3.1.3.3 Curriculum System: The company's curriculum system includes basic courses, advanced courses, and advanced courses, covering various aspects of cross-border e-commerce, such as marketing, logistics and distribution, payment and settlement, etc. Each course has a dedicated course team responsible for production and presentation, ensuring teaching quality and effectiveness.

3.1.3.4 Anchor Team: The company's anchor team is composed of a group of experienced and highly professional cross-border e-commerce practitioners. They not only have rich practical experience, but also can explain complex cross-border e-commerce knowledge in a simple and easy to understand manner, which is loved and praised by students.

3.1.3.5 Theoretical explanation: Through live and recorded broadcasts, explain the basic concepts, development trends, market analysis, and other theoretical knowledge of cross-border e-commerce to students, helping them establish a comprehensive knowledge system of cross-border e-commerce.

3.2 Innovation in teaching methods

In the context of integrated media, the teaching methods of cross-border e-commerce training should also be innovated. Multiple teaching methods such as live streaming, recording, interaction, and Q&A can be used to enhance students' interest and participation in learning.

3.3 Integration of teaching platforms

In the context of integrated media, the teaching platform for cross-border e-commerce education and training should also be integrated. Multiple live streaming platforms or channels can be integrated together to form a matrix style live streaming system, improving the coverage and influence of teaching.

3.4 Evaluation of teaching effectiveness

In the context of integrated media, the teaching effectiveness of cross-border e-commerce training should also be evaluated. Real time monitoring and evaluation of student learning can be carried out through technical means such as data analysis, and teaching strategies and methods can be adjusted in a timely manner.

4. Future research directions of cross-border e-commerce education and training live streaming matrix

With the development of economic integration such as information technology and RCEP, the position and role of cross-border e-commerce in international trade are becoming increasingly prominent, and it is a new growth point driving China's foreign trade development. The demand for cross-border e-commerce talents in the whole society is also constantly expanding. In this environment, we should pay more attention to cross-border e-commerce education and training. On the premise of studying the correct educational methods, more attention should be paid to the innovation of teaching models.

4.1 Innovation in teaching mode

4.1.1 Introducing new technologies: Introducing new technological means such as virtual reality, augmented reality, artificial intelligence, etc., to provide students with a more vivid and intuitive teaching experience.

4.1.2 Carry out practical teaching: Increase practical teaching links, allowing students to practice in real cross-border e-commerce business, and improve their practical ability and business level.

4.1.3 Personalized teaching: Based on the different needs and characteristics of students, provide personalized teaching services to meet their personalized learning needs.

4.1.4 Diversified teaching: Adopting diversified teaching methods, such as case teaching, project teaching, group discussions, etc., to stimulate students' interest and enthusiasm in learning.

4.1.5 Joint teaching: Cooperate with other universities or enterprises to carry out joint teaching, share teaching resources and experience, and improve teaching quality and effectiveness.

4.2 Application of Integrated Media Technology

4.2.1 Multi platform live broadcast: use multiple live broadcast platforms for live broadcast, such as Tiktok, Kwai, Taobao Live, etc., to expand the coverage and influence of live broadcast.

4.2.2 Multilingual live streaming: Utilizing multilingual live streaming technology to provide live streaming services for students from different language backgrounds, and improving the internationalization level of live streaming.

4.2.3 Multimedia live streaming: By utilizing multimedia live streaming technology, various media elements such as images, audio, video, animation, etc. are added to the live stream to enhance its fun and appeal.

4.2.4 Interactive live streaming: By utilizing interactive live streaming technology, students can interact with teachers in real-time during live streaming, improving the interactivity and participation of the live streaming.

4.2.5 Data analysis: Using data analysis techniques to analyze and mine live streaming data, understand students' learning situations and needs, optimize live streaming content and teaching modes.

4.3 Industry chain integration

4.3.1 Collaboration with cross-border e-commerce enterprises.

4.3.2 Collaboration with cross-border e-commerce service providers.

4.3.3 Collaboration with cross-border e-commerce platforms.

4.3.4 Collaboration with government departments.

4.3.5 Establish a cross-border e-commerce industry park.

4.4 Global layout

With the acceleration of globalization, the cross-border e-commerce education and training live streaming matrix needs to further expand into the international market. Future research can explore how to better adapt to the cultural backgrounds and educational needs of different countries and regions, and achieve a global layout.

Conclusion

In the future, we can focus on innovative teaching models, integrated media technology applications, industry chain integration, and global layout, providing more in-depth theoretical and practical support for the development of cross-border e-commerce education and training live streaming matrices.

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