

# Research on the Innovative Mechanism of Research Education in Colleges and Universities in the Era of Financial Media

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**Abstract:** With the advent of the media era, the behavior pattern of college students has changed a lot, and the channels of knowledge acquisition have become diversified and fragmented. But the research education by its experience feeling and the practicality let the traveling become more meaningful, also let the study pattern have the evolution. First of all, this paper analyzes the changes of college students' behavior mode and learning mode in the era of financial media, taking the applied university as an example.

**Keywords:** Applied University; Research and Education; Media Age

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## Introduction

The advent of the media era has had a profound impact on the learning behavior of college students, making the learning methods more diversified and convenient. Students can obtain various channels of information to understand the various knowledge they are interested in, contact with different cultures, and different cultural values are more widely spread among college students, which makes the values of college students more diversified and open, and may also bring problems such as cultural identity crisis. As well as own regarding the correct outlook on life and the value establishment also lacks certain cognition guidance. College students need to make appropriate adjustments and balance in information access, learning efficiency, social media and mental health. On the one hand, the introduction of research-based education into the higher education system provides innovative means to improve students' learning experience and enthusiasm. On the other hand, it is urgent to study the mechanism and model of research education in higher education, which is of positive significance to improve the form of higher education and the quality and ability of students.

Our country pays more and more attention to study-oriented tourism, which is deeply combined with red tourism, eco-tourism and rural tourism. In 2015, Li Jinzao, the National Working Conference on Tourism, took "learning" as the new six elements of tourism, and research travel became a hot topic in tourism. At present, the research travel mainly focuses on education and tourism, focusing on curriculum design, value embodiment, teaching model, etc.; tourism focuses on resource development, industrial integration, tourism effect, etc. Jiang Yifang (2019) has developed and designed the University Research Travel Products based on the Experiential Learning Theory and conducted empirical analysis. Yu Yuhui, et al. (2020) think that the effective implementation of university study travel needs to construct seamless study travel design so as to improve the current implementation of study travel. Yang Qianqian (2021) Under the guidance of the concept of cultivating talents in general education, colleges and universities shall formulate rich and varied study tours and study plans throughout the course so as to enable students to gradually accumulate cultural accomplishment. Although the research travel becomes the research hot spot, but is few regarding the university research travel product development research. In view of the lack of study-oriented courses and demonstration bases, it is necessary to establish an innovative mechanism to integrate study-oriented education into the university education system. First of all, this study takes college students as the starting point, analyzes the changes in their learning behavior patterns, and analyzes the necessity of research education from the perspective of students. Secondly, taking the application-oriented colleges and universities as an example, this paper analyzes the feasibility of integrating research-based education into colleges and universities from the perspective of training students. Finally, it constructs the innovative mechanism of integrating research-based education into university curriculum under the current situation

of financial media era.

## **1. Behavior Characteristics of College Students in the Financial Media Age**

The era of financial media refers to the integration of many traditional media and new media under the background of digitalization, networking and intellectualization. The behavior pattern of college students in this era presents the following characteristics:

**Love multi-platform use:** College students are good at using various media platforms and applications in the era of financial media. Due to the rapid growth of the Internet age, college students often use multiple social media platforms, such as WeChat, Weibo, Instagram, YouTube, to meet different social and information needs. Get used to receiving and sharing information on your mobile device and getting what you need anytime, anywhere. For multi-platform switching technology and for audio, video and basic processing technology should also have.

**Individual social networks are active:** college students pay more attention to the activity of social networks in the era of financial media. They use social media platforms to connect with classmates, friends and teachers and to share their life and learning experiences. Social networking has become an important channel for them to access information, participate in discussions and build relationships. Students pay more attention to the expression of their image and behavior on social networks, and prefer to keep deep communication with others on social networks. The resulting "social fear" is more directed at the performance of the Internet wit, and that life is not good at words.

**Wide but not deep acceptance of multimedia content:** University students prefer multimedia content, such as images, video and audio. They are more interested in picturesque articles, interesting short videos and audio programs that convey information and knowledge more vividly and intuitively. Shaking sound, volcano, fast hand, small red book and other short video apps become students' favorite, for rich text, and has a vivid story line video is the object of pursuit of students. Regarding these video behind the real situation and the depth significance, student's reflection degree and the application degree are deficient.

**Personalized expression needs:** College students in the era of financial media pay more attention to the personalized needs. They look forward to personalized learning and entertainment experiences, and want to be able to customize content and services according to their interests, hobbies and learning styles. Students are more likely to focus on their own relevant content and topics, and seek resources related to their own identity and life experience. Every student wants to have their own label of exclusivity. Following the trend and following blindly are not accepted by students nowadays. On social media, students use their actions to express their favorite products.

**Short-term attention and fragmented learning models:** Due to the rapid flow and fragmentation of information in a financial media environment, the attention of university students is often short. They are accustomed to fragmented learning, quick browsing and filtering of information, little in-depth reading and research. It also leads them to be more interested in quick, concise, and digestible content.

Due to the popularity of media technology and the Internet, the behavior of college students has changed. Financial media technology provides students with more extensive and convenient learning resources and channels, so that they can choose and obtain the required knowledge more independently.

## **2. Necessity of Research Education for College Students**

In the era of integrated media, there are more and more channels for college students to receive different types of information, and clocking in and using short videos to showcase their individuality have become the main behavioral characteristics of current college students. Students have higher requirements for education, as well as higher requirements for teaching venues, methods, and applied teaching tools. I hope to have larger space and fresher venues for learning. The classroom atmosphere of "one word classroom" and "zero interaction" is the teaching method that students are least willing to accept at present. At the same time, due to the constant campus life in classrooms, canteens, and dormitories, I have a strong interest in conducting outdoor practice in teaching activities. So it will be found that students will use their own cultivation to fully showcase the scenery and cuisine of various regions during their own travel process, and check in and pay attention to popular online stores in various regions. Students will speak eloquently when describing the things they clock in, and also use the analytical methods they have learned to analyze with others. However, in

professional courses or subjects that one cannot learn well, interest will gradually decrease, frustration will increase, and resistance will worsen. Every exam will result in temporary registration. Allowing students to engage in meaningful and happy learning is a requirement for higher education in the current era of integrated media. So the emergence of research-based education, its practicality in teaching forms, the experience of outdoor scenery in space, and the integration of learning and practice in research-based activities have all become the teaching models pursued by current university students. In research and learning activities, students' desire to highlight their own personalities is strengthened due to changes in the teaching environment, and their participation in research and learning activities is also enhanced. The initiative and enthusiasm for learning have gradually improved. The implementation of graduate education enriches the teaching activities of higher education on the one hand, and promotes close contact between college students and society and nature on the other hand, which is of great significance for the formation of their cultural and institutional confidence ideology. In the era of integrated media, college students have a strong sense of self-expression and enjoy stimulating and fresh things. Classrooms from different positions can guide students' growth and development from different perspectives, shaping their service consciousness of loving the party, patriotism, and family. So in the era of integrated media, the demand for graduate education among college students is gradually increasing.

### **3. The Transformation of Student Training Methods in Applied Universities in the Era of Integrated Media**

In the era of integrated media, the rapid development of media technology has brought new opportunities and challenges to applied universities. Firstly, the changes in the current job market demand have led people to pay more attention to practical skills and innovation. Currently, applied universities mainly cultivate applied talents, and talent cultivation plans should be based on knowledge, ability oriented, quality oriented, and focus on the coordinated development of knowledge, ability, and quality. Combining practice and skills. This is in line with the demand orientation of the market and is the best time for the transformation, upgrading and development of applied universities. Secondly, the integration of media makes it easier to share knowledge and resources, enhances knowledge mobility, and promotes professional integration, which has led to a greater emphasis on interdisciplinary education. The construction of majors in applied universities has posed challenges and requires interdisciplinary integration. As a result, the positioning of applied universities in talent cultivation has undergone the following changes:

**Emphasize interdisciplinary education:** With the integration of media, applied universities have begun to emphasize interdisciplinary education. Students are no longer limited to learning the knowledge of their respective majors, but are encouraged to study courses in different disciplines to broaden their knowledge and improve their overall abilities. The integration of media also promotes the sharing of interdisciplinary knowledge and resources, making it easier for universities to offer interdisciplinary courses.

**Emphasis on practical skills:** In the past, many applied universities tended to focus on theoretical knowledge rather than practical skills. However, in the era of media integration, there is an increasing demand for graduates with practical skills that can be applied in the workplace. Therefore, applied universities have shifted their focus to providing students with practical experience and skills, which will make them more competitive in the job market.

**Emphasis on innovation and entrepreneurship:** With the rapid development of the media industry, the demand for innovative and entrepreneurial talents is increasing. In response, applied universities have begun to pay more attention to cultivating students' innovation and entrepreneurial spirit. They provide courses and training programs to help students develop creativity, critical thinking and entrepreneurial skills.

**Integration of online and offline learning:** The integration of media has also led to the integration of online and offline learning. Applied universities are increasingly using online platforms and technologies to enhance teaching. For example, they provide online courses and use online platforms to promote communication and collaboration between students and teachers.

### **4. Constructing an Innovative Mechanism for Integrating Graduate Education into University Curriculum**

Taking applied universities as an example, integrating graduate tourism into university courses and effectively utilizing social media platforms, effective integration can be achieved through the following paths:

## **4.1 The goals and scope of selecting graduate courses for students of different majors**

The most effective way to implement education is through the teaching of courses. Firstly, based on the characteristics of students' learning situations in different majors, a course is selected according to the talent cultivation plan of the major, and a specific topic suitable for research-based tourism is initially set based on a certain knowledge point of the course. The topic is published on information platforms such as Moments or QQ groups, and students' interest and topic discussion are preliminarily evaluated, with students as the center, After fully listening to students' opinions, the final research topic will be determined.

## **4.2 Led by the course teacher, select research institutions, travel agencies, or enterprises that meet the course objectives**

To select a cooperative organization, first start with the school enterprise cooperative enterprise, and then search for it from social organizations. On the one hand, it ensures the smooth implementation of graduate education, and on the other hand, after determining the cooperative organization, relevant information and main contacts of the cooperative organization will be made public to students through Weibo or groups, allowing students to fully understand.

## **4.3 Design course structure based on students' professional characteristics**

Establish a cooperation mechanism to collaborate between course teachers and research mentors. Firstly, incorporate research tourism activities into the curriculum of the selected course, ensuring consistency with learning outcomes and content. Secondly, prepare students to determine the duration, location, and format of research tourism activities (such as field trips, internships, collaborative projects).

## **4.4 Deeply integrate the core experience of research tourism with teaching reflection**

By promoting research experience and making full use of social media in the course, such as increasing participation, sharing research results, live streaming or online discussions, students can share their insights and experiences from participating in research projects, data collection, analysis, or hands-on experiments. At the same time, it promotes the formation of team awareness, conducts reflection activities in groups, encourages critical thinking, and links tourism research activities with the theoretical concepts learned in the curriculum.

## **4.5 Integrating personalized learning outputs with diverse evaluators**

The course teacher and research supervisor jointly design evaluation indicators to evaluate students' learning situation in real-time during research tourism activities. At the end of the course, according to the professional characteristics and student learning characteristics, combined with the multi platform output channels in the era of financial media, short video platforms such as Tiktok and Kwai are used to display their research achievements and other ways to achieve personalized learning output. The subject of evaluation has shifted from teachers to students, with mutual evaluation of research results among students to meet the dual needs of personal presentation and learning consideration.

## **Summary**

In the current era of integrated media, the original education model is no longer suitable for the needs of current economic development, and interdisciplinary communication and knowledge exchange require not only specialization but also diversification of students' abilities. College students have a wider range of knowledge needs, but the depth of personal cognitive construction still requires diverse teaching models as assistance. The integration of graduate education enables higher education to provide high-quality assistance in cultivating diversified talent output, improving students' comprehensive literacy, and driving local economic growth.

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