

The Cultivation of College Students' Legal Literacy from the Perspective of New Media

-- Taking the Use of Short Video Apps as an Example

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Abstract

Since entering the era of new media, short video has become one of the most popular methods of communication. Short videos have lower barriers to entry and lower production costs and can achieve widespread dissemination in a short period of time. Because it can meet the contemporary college students' needs in social, entertaining, learning and other aspects, it is especially popular among this group. But with its development, a series of legal issues, such as using short video platforms to spread rumors, obscene pornography, plagiarize other people's works, etc., are also following. This article will take the use of short video apps by college students as an example to discuss the development of college students' legal literacy.

Keywords

New Media; College Students; Legal Literacy; Short Video Apps.

1. Introduction

According to the data on the 47th *Statistical Report on Internet Development in China* released by the China Internet Center, as of December 2020, the number of Internet users has reached 989 million, and the Internet penetration rate reached 70.4%. Mobile Internet users account for 99.7% of the total Internet users. Among them, according to the statistical report, from the perspective of the occupational structure of netizens, the proportion of students is significantly higher than that of other occupations, reaching 20.1%. The popularity of mobile phones and other mobile smart devices has promoted the development of the new media era and the development of short videos. Some mainstream platforms for short videos, such as Douyin and Kuaishou, have become popular among mobile phone users, bringing influence and changes to all aspects of life.

According to the report above, as of December 2020, the number of short video users in my country reached 871 million, an increase of 100 million from March 2020, accounting for 88.3% of the total number of netizens. Among the huge number of short video users, more than 85% are young people. The popularity and popularity of short videos have brought more channels for contemporary college students to express themselves, realize their self-worth, and even increase their economic income, but related problems have also emerged as the times require. This article will rely on the use of short video apps to analyze how to improve the legal literacy of college students.

2. The Important Role of Short Video Apps

2.1. Ways of Expressing Individuality

With the rise of various short video apps such as Douyin, Kuaishou, Xigua Video, etc., some mainstream social media have also developed their own short video playback channels, such as

WeChat video account, Weibo video account, Xiaohongshu account, etc. Such platforms provide users with short video content of various categories and forms, such as beauty, games, travel, cooking, product evaluation, etc. In addition, there are also some specific product marketing through dramatic performances, as well as short serialized plot videos shot using filmmaking techniques. In the context of such a large-scale creation, some short video bloggers with high reputation and very recognizable works have also emerged. Taking @Dongdaibiao from Shenyang for instance, whose works feature one person playing multiple roles. He uses superb acting skills and humorous dialogues to express some common scenes in daily life, which can easily resonate; another example is @Lijiaqi, who is famous for his fast speech, loud voice, and down-to-earth language, and has become a "sale champion" of beauty products. Different short video accounts have their own characteristics and personalities. Whether as short video producers or viewers, contemporary college students can find ways to express themselves and show their individuality.

2.2. Channels for Obtaining Information

In addition to the above-mentioned entertainment and life-related content, the content of short videos also provides a way for viewers to obtain information. For example, @CCTV News provides audiences with short news messages and latest reviews of current affairs through the short video platform to meet the needs of audiences to obtain information. At the same time, there are also some bloggers, such as @Dizzz, a technology blogger who mainly provides information on electronic product parameters, performances, costs, and other related content. In addition, some well-known bloggers in the field of education also use short videos as an important manner for publicity and gaining popularity, such as @Zhousicheng, who posts short videos related to English learning on his account from time to time, which has been welcomed by great number of students and fans. Contemporary college students can learn about news and current affairs by watching short videos, and at the same time, they can obtain high-quality learning information according to their own needs.

2.3. A Platform for Social Dating

In addition to the two functions of entertainment and information acquisition, shooting or watching short videos on these apps can also provide contemporary college students with a new way of socializing. For example, the video account of WeChat, the blogger of the video account can interact with the fans in the comment area of the video. At the same time, as a viewer, he can also get in touch with the creator through the private message function of the WeChat video account. In some specific professional learning process, such as film and television production, students who study acting can find cooperation by publishing their own works, and students who learn video filming can also recruit partners by publishing their own editing works. The short video app provides a new way of socializing for college students and all short video users.

3. Problems Should be Avoided While College Students Using Short Video Apps

Although filming, creating, or watching short videos provides college students with more diverse information and a more open and free stage to express themselves, there are still some problems in the use of short video apps that need to be paid attention to.

3.1. Spread of Rumors and False Information

Due to the low entry threshold for short video app accounts, the process of shooting, making, and uploading short videos is simple, and only requires a mobile phone to complete the operation. As a result, many criminals take advantage of this feature of short videos to use very

low cost and turn short videos into "right-hand men" for spreading rumors and unconfirmed information. According to the "2019 Internet Rumor Characteristics Observation and Trend Judgment", Internet rumors in China are mainly concentrated in three areas: medical health, food safety, and social sciences. Online rumors use pictures, short videos, infographics, and even dynamic emoticons as the carrier of dissemination, because the visualization of dissemination would weaken the sense of discrimination of the viewer, and the audience can easily believe that what they see is the whole truth. But in fact, these so-called "realities" are the result of editing, adapting, or even faking by rumormongers. College students have not yet entered the society, and their ability to distinguish right from wrong is weak. There's possibility that some students are instigated by others for some short-term economic gains, and invisibly violated the red line of the law.

The vague source of release, efficient dissemination speed, low production threshold, and direct sensory stimulation make short videos the most favorable area for online rumors.

3.2. Filming and Disseminating Erotic Content

Driven by the social ethos of "click rate goes first", in order to convert more visiting users into loyal users and increase user stickiness, short video creators have to rack their brains in content creation, just to attract more people. Some short video bloggers disregard public order and morals, leave the law behind, and do not hesitate to shoot and publish some erotic and pornographic content. In addition, there are some bloggers who drain users to other platforms for pornography, lead users to retweet for further spread. College students are in the budding course of their youth, and they do not have the ability to distinguish some provocative and suggestive video content. Some students may accidentally become part of the communication circle. What's more, to get rewards and accumulate popularity, they even shoot and make short videos of inappropriate content by themselves. However, according to Chinese law, accounts, users, and platforms with pornographic content may be involved in the crime of disseminating obscene materials for profit and the crime of disseminating obscene materials.

3.3. Plagiarism and Infringement of the Copyright

For the sake of click-rate, popularity and huge profits, many popular short videos content on the Internet has been imitated by other users. According to the "Report on Copyright Infringement in the Short Video Industry", in the year of 2017 alone, watching pirated videos without paying for genuine content caused the industry to suffer losses of 13.64 billion RMB. Driven by interests, some bloggers of short video accounts disregard legal constraints and directly transfer other people's creations. Based on other people's short video works, they make fine adjustments to details such as logos, and then publish them as their own works. Since the social governance object of short videos is infringing short videos, and the protection standards for short videos are not yet clear, this has added a lot of difficulty to the work of identifying and cleaning up infringing short videos. Some short video bloggers take advantage of this, trying to exploit legal loopholes to subtly steal the intellectual achievements of others by "washing manuscripts" and "rewriting hook lines". Due to the lack of social experience and the temptation of money and instinctive inertia, some students will choose to take the easier way of plagiarizing others' work.

The popularity of short videos has become irresistible. It has not only become a new trend on the Internet, but also occupies an important position on major new media platforms. Among them, college students are also an important part of the operation of short video apps. However, college students are still in the preparatory phase before entering the society and lack the necessary sensitivity to some legal issues. At the same time, the college period is also important for college students to form a value system. Therefore, the dissemination of short videos will have a huge impact on them. As a teacher of film and television photography and production, we should pay special attention to those three issues mentioned above. College teachers should

develop the consciousness of helping students to establish a good legal awareness, regard improving students' legal literacy as their own responsibility, and integrate the education of laws and regulations into the daily teaching of courses.

References

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