

# Analysis of the Importance of Building a Platform for College Students to Exchange Knowledge and Make Friends in the Post-Epidemic Era

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## Abstract

Online education and online dating are in the stage of rapid development, and the market prospect is broad. Especially after the outbreak of the epidemic in 2020, the measures of "no suspension of classes and no suspension of schools" have led to the rise of online education and online social industry. The online education resources and live broadcast mode are also popular among college students. Create a platform for knowledge exchange and friendship among college students, meet the actual needs of college students in the post epidemic era to "learn together and make progress together", help college students solve daily homework problems, and form independent learning habits. Broaden the platform for making friends, improve the social ability of college students and overcome social barriers.

## Keywords

Post Epidemic Era; Knowledge Makes Friends; Online Learning; College Students.

## 1. Introduction

At present, China's online education market is developing well and in the process of rapid development. There are all kinds of education resources, but the online education platform for college students is immature and lacks interest, resulting in low popularity. Compared with the already authoritative education platform, the knowledge exchange and friendship platform for college students is more targeted to the academic problems of college students, and the social module is more interesting and attractive. Compared with the major social software, the concept of knowledge exchange is more pure, and there are more opportunities to create a healthy and upward knowledge making community beneficial to the physical and mental development of college students.

In the post epidemic era, online education has become the safest choice under the consideration of epidemic prevention. Although home-based learning is far from the risk of epidemic, it also makes the college students with high social needs too independent and closed. Under such conditions, the knowledge exchange and friendship platform for college students has more practical needs and exploration significance.

## 2. Social Situation Analysis

### (1) Social situation analysis of online education

The focus of China's education sector has always been to keep education in a long-term and developing state. In September 2019, the Ministry of Education issued the guiding opinions on promoting the healthy development of online education, which pointed out that online education is a new education method that uses modern information technology such as the Internet to interact with teaching and learning. It is planned to achieve the deep integration of

modern information technology and education by 2022, and the quality of online education will be continuously improved, The resources and service standard system has been established in an all-round way, the development environment has been significantly improved, the governance system has been more sound, and a network-based, digital, personalized and lifelong education system has been initially established. The goal of making important progress in the construction of a learning society has been achieved.

Since 2012, the ratio of the state's fiscal education expenditure to GDP has exceeded 4.0% for many consecutive years. The investment scale of education funds has continued to grow, and the online education development environment is good. With the increasingly fierce social competition, online education to meet the needs of users for further education and employment has gradually been "rigid" and the two-child policy has been introduced. The demand for online education has further expanded, and family education consumption has continued to upgrade. The epidemic in 2020, the measures of "no class, no school, no home" made the online education industry rise, and the online education resources and live broadcast mode was also greatly sought after by online education users. The form of "Internet + education" has also led to the continuous increase of online education users. According to the data report of iimedia research, in 2020, the scale of online education users in China is expected to reach 309 million, and the scale of online education market will reach 453.8 billion yuan.

#### (2) Social situation analysis of online dating

A survey conducted by the social survey center of China Youth Daily on 2011 college youth respondents through the questionnaire network shows that 89.0% of the respondents have used dating software, and expanding the social circle (65.3%) and killing boring time (64.3%) are the purposes of the respondents.

Relevant surveys show that between 2017 (42%) and 2020 (33%), the "keep in touch with friends" decreased by 9 percentage points. In the past few years, the motivation to "share photos or videos" on social media sites has also gradually declined. These signs indicate that social media is no longer used for connection and sharing, but for consumption of content.

But the epidemic has changed that. Compared with before the outbreak of the epidemic, more users use social media for entertainment. Equally important, recent events have led some users to re-use the "social content" of social media.

### 3. Analysis of Development of Relevant Platforms

#### (1) Analysis on the development of online education platform

In 2019, China's online education users reached 261 million. According to the 45th statistical report on China's Internet Development released by CNNIC on April 28, 2020, as of March 2020, China's online education users had reached 423 million, an increase of nearly 200 million compared with June 2019, with an increase rate of 81.9%. The number of active users of multiple online education applications reached more than 10 million. In recent years, online education platforms can be broadly divided into the following three categories:

##### 1. Well known online learning platform

It is often characterized by abundant capital and more authoritative teaching by famous teachers. However, at the same time, the addition of famous teachers' teaching and capital means that the course price is extremely high, especially the one-to-one course is often tens of thousands of yuan. Take an online course institution as an example: the one-to-one high school charge is 950 yuan / hour, and there is no one-to-one college course. This charging mechanism and standard basically reflect the one-to-one course charging standard of most well-known educational institutions in the market.

##### 2. Adult self-examination software

The users are highly targeted, the business scope is relatively single, and the teaching form is mainly live class, with few one-to-one teaching. The users using such software have strong purpose, and are not very attractive to most college students.

### 3. A platform for minority college students to pay for problem solving

The one-to-one problem-solving mode, however, is extremely simple in form and highly instrumental. It has no bright spots and features that attract users to join. At the same time, its popularity is extremely low and its users' daily activity is less than 1000.

#### (2) Analysis on the development of online dating platform

According to statistics, the scale of China's social network market in 2019 was 144.27 billion yuan, a year-on-year increase of 16.17%, with an average annual compound growth rate of 36.00%, and the growth rate tends to be gentle. It is expected that by 2022, the scale of China's social network market will be 249.52 billion yuan.

China's social network users are huge and increasing year by year. According to statistics, the number of Chinese social network users has reached 862 million in 2019, and it is expected that the total number of Chinese social network users will exceed 1 billion in 2022. China's social networking software has a certain user base. With the advent of the 5g era, product innovation is expected to drive the further release of social value.

Therefore, as far as the current situation of relevant industries is concerned, online education and online dating are in a rapid development stage. It has broad market prospects, a large number of users, favorable policies provided by the government and a large amount of financing in the capital market. However, there is no integrated platform integrating knowledge exchange and making friends.

## 4. Demand Analysis

According to the annual data of the National Bureau of statistics, the number of graduate students in 2020 was 3.14 million, the number of ordinary undergraduate students in 2019 was 17.508204 million, and the number of ordinary college students was 12.807058 million (the relevant data in 2020 has not been disclosed). It is estimated that the number of college students in 2021 will be 35 million.

At the same time, the survey shows that the college students "lack of extracurricular learning autonomy and extracurricular learning resources; the extracurricular learning environment is not ideal." However, the need for college students to participate in extracurricular learning is extremely urgent. "Extracurricular leading is aimed at promoting college students' independent learning and creative learning. Cultivating college students' learning ability is an important goal of college education. The extension of this goal is a higher requirement for college students' creative learning. The network platform based extracurricular learning guidance mechanism is also an effective way to vigorously expand constructivist learning." Among contemporary college students, "40% have good social skills, 37.8% have certain social barriers, and 22.2% have serious social barriers. It can be seen that social problems are a problem that cannot be underestimated. More than half of college students have social barriers. Students with social barriers prefer to communicate on social software other than QQ and wechat than those with strong social skills."

As a new concept integrating innovation, knowledge exchange and friendship platform perfectly fills the dual needs of contemporary college students for extracurricular learning and social interaction.

## 5. Advantage Analysis

According to the survey, the current college students have dual needs for knowledge seeking ways and social opportunities. However, the existing educational apps in the market are characterized by expensive one-to-one courses, little involvement in college students' academic problems, single form, and too strong tool attributes, which fail to play a role in Cultivating College Students' autonomous learning ability and learning interest. At the same time, most social software has too strong entertainment content and complex user sources, which makes it difficult to establish a mature and independent social platform in the college students' circle. The concept of "knowledge making friends" is introduced into the knowledge exchange and friendship platform to create a community of friends through knowledge exchange, nurture knowledge exchange through community building, advocate the positive concept of "learning together and making progress together", and start from the real needs of college students, directly hit the market pain points, and create social value while creating economic value.

Compared with the existing education platform or social platform, the knowledge making platform is unique in innovation, reciprocity and compatibility.

"Innovation" is that at present, there is no software in China that provides targeted solutions to the problems of College Students' schoolwork. At the same time, it also has the property of making friends, which makes it unique fun to use. Making friends through knowledge is an ideal and realistic way of making friends. The platform for knowledge exchange and making friends among college students will integrate high-quality college students' resources, enrich those who have spare power and satisfy those who have doubts.

"Reciprocity" means that in the process of using the knowledge exchange and friendship platform of college students, the two people who have established a good friend relationship can carry out academic exchanges continuously and provide a healthy and upward way for more people to make friends. Under this benign process, friendship will be pure and solid. The knowledge exchange and friendship platform for college students will enable more people to solve doubts, realize values and find confidants.

"Compatibility" means that while the platform cooperates with major college students' organizations to expand the scope of publicity and the scale of users, it can help more college students get out of the plight of academic difficulties and social barriers, contribute to China's education, protect the mental health of Chinese college students, and provide impetus for the cultivation of high-tech talents in China.

## 6. Analysis of Economic and Social Benefits

### (1) Economic benefit analysis

As a knowledge making platform specially designed for college students, the knowledge exchange and friendship platform for college students includes the common economic benefit creation methods of social platforms in the market, such as advertisements and campus merchants, which drive physical consumption and online consumption and promote economic development.

At the same time, the implementation of the platform knowledge payment mode and the campus spokesperson mode has created a large number of internship posts for college students, providing opportunities for college students to preliminarily understand society and create economic value.

### (2) Social benefit analysis

#### 1. Solve the pain points of College Students

The knowledge exchange and friendship platform for college students has solved the pain point problems of college students. Through knowledge exchange, we build a community of friends and foster knowledge exchange by building a community. We advocate the positive concept of "learning together and making progress together", and practically start from the real needs of college students to solve daily homework problems for college students, which is conducive to guiding contemporary college students to form the habit of independent learning; To provide new choices for college students to make friends and to find confidants in learning is conducive to improving college students' social ability and overcoming social barriers.

## 2. Shaping the excellent quality of College Students

The establishment of a platform for knowledge exchange and friendship among college students is conducive to the formation of an atmosphere of "knowledge friendship and knowledge exchange" among college students, and promotes the growth of contemporary college students into social builders and responsibility bearers with independent learning ability, independent thinking ability, and communication and cooperation ability.

## 3. Solve the needs of students during the epidemic

In the post epidemic era, the recurrence of the virus has made online learning and social networking more and more popular among college students. The knowledge exchange and friendship platform for college students provides a channel for college students to study and socialize at home during the epidemic period, and promotes college students to strictly abide by the epidemic prevention requirements and resolutely prevent the spread and development of the virus.

## 7. Conclusion

The independent learning mode of college students has developed from the library reference in the paper book era to the combination of online and offline today. It has always been closely linked with the development of information transmission methods. The useless and uninteresting information caused by the information explosion and the tedious isolation of home in the post epidemic era make the online learning software develop to be interesting, The knowledge exchange and friendship platform for college students provides a platform for college students to make friends by acquiring knowledge. While helping college students solve their homework problems, it also creates an online social platform that is conducive to daily communication and common progress of college students. From the current market situation, this platform is original and has great development space.

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