Analysis of Practical Path to Promote the “Double-micro” Interaction of Media in the Mobile Internet Era

Zhang Youwen
Hainan Technology and Business College Zip Code: 571100

Abstract: In the process of carrying out the interactive work of “double-micro” media, we should explore effective innovative ways, constantly innovate ideas and ways of thinking, and better adapt to the needs of the development of modern information society. Besides, it is also necessary to make full use of modern media equipment, such as mobile Internet, adopt a variety of online learning methods so as to enhance the comprehensive effect of “double-micro” media interaction, and realize the continuous upgrading of the interactive work of “double-micro” media. Based on the actual operation of modern network learning, this paper gradually analyses the obstacles it needs to overcome, and promotes the role of “double-micro” interaction in the media in the era of mobile Internet.

1. Introduction
Mobile Internet plays an important role in the development of online learning. Learning through mobile Internet is also an important development direction of modern education. Especially, the way of “double-micro” interaction can improve the comprehensive effect of mobile learning. The emergence of Microblog has replaced blog and become an important platform for public figures to release information [1]. In 2011, WeChat was born, and the major media have opened the Wechat subscription number, which has become an important means of communication among the masses. At this point, “double-micro” has become two important platforms for the release of information by major media in China. Some media have updated, released and pushed information through “double-micro”, which is quickly known for its information. In the practice of the interactive development of “double-micro” media, we should recognize the development trend of modern information technology and improve the comprehensive level of “double-micro” media interaction. As media people, we should further innovate our thinking, improve our working ability and level, adapt to the development trend of modern society, and enhance the comprehensive effect of “double-micro” interaction of media. By integrating modern mobile Internet learning mode, we can promote the comprehensive utilization of network knowledge resources and realize the optimization and innovation of education mode.

2. The new situation of modern network media learning
Under the background of the rapid development of modern information technology, especially the arrival of the era of “double-micro”, the entire information communication industry has been brought about tremendous changes. The information communication of the whole society is no longer in short supply, but can be spread in many ways through many channels and from many angles. Moreover, “double-micro” has interactive function, which can allow both parties to transmit information in the case of instant messaging, without the problem of information lag. In the context of the rapid development of modern information technology, it is urgent to upgrade the “double-micro” interaction
of traditional media. Different from the past, with the rapid dissemination of information in modern society, the overall social information is no longer a state of scarcity, but a state of excess. In this case, in order to enhance the scientific and efficient interaction between the “double-micro” media, it is necessary to improve the quality of information and enhance the comprehensive development efficiency of online learning[2].

In practice, public access to information through various channels and how to protect the status and influence of the “double-micro” interaction of the media is a key issue for relevant educators to consider, but we must adapt to the premise of rapid development of modern information and improve the quality of the “double-micro” interaction of the media. In this situation, how to integrate the “double-micro” interactive resources of the media, adapt to the development trend of the “double-micro” interaction of modern media and improve the comprehensive level of work is directly related to the development of the “double-micro” interactive work of the media. As the relevant staff, we should actively innovate, seek different innovative development paths, and further enhance the comprehensive efficiency of the “double-micro” interaction of the media[3].

### The Multi-level of Media Double-micro Interaction

| Level 1: Construction of double-micro-interactive learning system |
|---------------------------------------------------------------|
| Level 2: Making full use of double-micro-feedback data         |
| Level 3: Full Integration of Network Learning Resources        |

Fig. 1 schematic diagram of changes in channels of access to information by the public at different times

3. **The promoting role of mobile Internet technology to the promotion of modern media information**

In the process of promoting media information, mobile Internet technology has a positive driving role, especially the “double-micro” interaction plays an important role, which is of great significance for improving the comprehensive effect of media information promotion. In the process of traditional media information promotion and interaction, due to the lack of innovation in ideas and means, it has been difficult to form an effective breakthrough in media information promotion, and no scientific information promotion system has been constructed. In the media information promotion and management work, through the integration of the modern “double-micro” interaction mode, it helps to enhance the staff's initiative, enhance the comprehensive management level of the media, and form a healthy and efficient public opinion atmosphere, thus achieving the improvement of comprehensive management efficiency. In the promotion of media information, “double-micro” interaction can
promote the formation of the whole working atmosphere, guide the media to develop in a healthy direction, avoid the problems of conformity, and help to improve the integrated management effect. Based on the above discussion, we can know that the “double-micro” interaction plays an important role in the promotion of media information. It can not only play an external role, but also play an internal role. It is an important direction for the development of modern media management. It helps to play a leading role in media information promotion and lead the trend of modern mobile Internet learning[4].

4. The specific way of innovating media “double-micro” interaction in the era of mobile Internet

In the process of promoting mobile network learning, we must actively explore the scientific “double-micro” interaction mode to achieve further improvement of work efficiency. In the process of carrying out the “double-micro” interactive work of the media, it is necessary to deeply analyze the problems existing in the media's “double-micro” interactive work. According to the corresponding problems, we will propose solutions to the problems and gradually practice the innovation of thinking concepts to find more high quality, high-level work strategy, realizing the innovation of media “double-micro” interactive thinking. As media personnel, we should recognize the development situation of modern economy and society, put forward targeted innovative strategies, and then promote the continuous upgrading of learning, so that modern educational equipment such as mobile Internet and computer terminals can really play a role[5].

4.1. Focusing on the use of modern mobile Internet technology

In the work of mobile learning, we should pay attention to the use of modern mobile Internet information technology to improve the application efficiency of modern information technology. As a traditional information promotion work, online learning has formed a relatively fixed working system and working mode. However, how to make timely adjustments according to the development trend of the modern information society is a challenge for media workers. In the process of promoting the innovation of mobile network learning, organic learning should be organically integrated with modern information technology to enhance the innovation, diversity and technology of online education, meet the needs of modern media development, and improve the comprehensive application efficiency of information technology to provide scientific and technological support for online learning and realize the optimization and innovation of contemporary mobile education[6].

4.2. Using big data information technology flexibly

In the process of mobile learning innovation, we must make full use of big data technology to enhance the flexibility of big data application, and then enhance the comprehensive effect of network learning interaction. In practice, we need to explore scientific data acquisition and editing mode, and use big data technology to extract and summarize feedback information, so as to guide the next work development. In the process of applying big data, we should not only strengthen the construction of software system, optimize data algorithm and improve the utilization efficiency of big data technology, but also strengthen the collection and collation of basic data and enhance the ability of information collection. Through the wide application of big data technology at different levels, we can realize the effective innovation of network learning and meet the development trend of modern society. As media personnel, we must constantly broaden our thinking, adhere to the scientific work concept, and provide guidance for the next step of education innovation through the analysis, comparison and demonstration of interactive data.

4.3. Respecting the actual needs of audiences

In the process of mobile Internet learning, we should make full use of the media “double-micro”. Specifically, we must start with the “double-micro” interaction method, and at the same time, we must start from the audience. Under the modern social information dissemination system, due to the large
increase in the amount of information, the public has more opportunities to access multiple information. Based on this, in order to continue to attract the attention of the audience, it is necessary to recognize and respect the changes in the information of modern society and respect the actual needs of the audience. In the promotion of media information, as a staff member, it is necessary to strengthen feedback on audience information, select a work mode suitable for the needs of the public in modern society, improve fitness, and then meet the development needs of modern media “double-micro” interactive work.

4.4. Adopting the interactive mode of project information
With the rapid development of modern economy and society, the requirement for mobile network learning are getting higher and higher, especially in terms of interaction depth and precision, and still need to be further improved. By adopting a project-based media interaction mode, the participation of the public can be improved. At the same time, it will have a deeper understanding of media work and also help to improve the adaptability of mobile network learning. As relevant educators, we must explore effective project-based education modes, enhance the professional level of mobile Internet learning through special editing, provide more professional information resources for the public, and optimize online education.

5. Conclusion
To sum up, we should pay attention to the innovation of ideas and modes in mobile Internet learning, seek a scientific interactive path of network learning, and improve the comprehensive work efficiency. Under the background of the rapid development of information in modern society, we should pay attention to the level of informatization and scientificalization of the “double-micro” interaction of the media, explore effective innovative paths, change ideas, abandon the traditional way of online learning, seek new modes, and realize the promotion of the comprehensive efficiency of the “double-micro” interaction of the media. In the next step, relevant educational personnel should have a clear understanding of the situation, pay attention to the diversified development trend of informatization, and help modern media “double-micro” interaction work to develop forward.

Acknowledgments
This project is funded by the general project of Hainan Higher Education and Teaching Reform Research in 2017. Project Number: Hnjg2017-65

References:
[1] Li Tingting. 2016. The Practical Path to Promote the Interaction of Media in the Mobile Internet Era [J]. Media, (7).
[2] Li Tingting. 2016. The Practical Path to Promote the Interaction of Media in the Mobile Internet Era [J]. Media, (7): 72-74.
[3] Liu Kuiru. 2017. “Micro-government”: A New Way to Improve the Ability of Rural Grassroots Governance [J]. Journal of Changchun Municipal Party School, (2).
[4] Dong Guangan, Liu Siyang. 2014. The Anomie and Countermeasure of the Public Domain of Mobile Network under the “double-micro” Environment. [J] Journal of Zhengzhou University: Philosophy and Social Sciences Edition, (4): 173-176.
[5] Jiang Yuansen. 2016. Making Good Use of “double-micro” Environment to Improve Moral Education of College Students --- Taking Qingdao Huanghai College as an example [J]. Nanfeng, (29): 57.
[6] Peng Yunru. 2016. Significance of “double-micro” Environment to Chinese Government Management[J]. Modern Economic Information, (3): 109-110.
[7] Chen Lan. 2017. Research on the Current Situation of Micro-government Operation in Nantong City from the Perspective of double-micro-linkage [J]. Journal of Jiangsu Engineering Vocational and Technical College, 17 (4): 52-57.