Research on the Cultivation of Students' Information Literacy Ability Based on Large Data Analysis under the Current Situation of Network Media

Min Pu¹, Hu Yang²*

¹Suzhou institute of Construction& communication, School of Humanities and Social Sciences, Jiangsu University of Science and Technology, Jiangsu, China, 215104
²School of Marxism, Jiangsu University of Science and Technology, Jiangsu, China, 212003

*Corresponding author e-mail: 345656554@just.edu.cn

Abstract. In fact, information literacy is the basic network media support quality that students must have in the current large data analysis period. It can also be considered as one of the comprehensive qualities that contemporary comprehensive talents should possess. Especially in the current large data analysis technology environment, the ability of information integration and processing has become the basic literacy of network media talents. In order to help the society fully cope with the pressure of data and information generated by data on economic development, we must cultivate the information literacy ability of today's students as soon as possible. How to develop a set of perfect training program has become the focus of contemporary network media workers.

Keywords: Network Media, Information Literacy, Ability Training

1. Introduction

At this stage, the prosperity of mobile Internet, computer and network media has helped people enter the era of large data analysis. This period of social progress and demand for people's information literacy ability put forward higher requirements. The ability of information integration and processing has become the basic way of using computer. In recent years, colleges and universities at home and abroad have successively issued the literacy framework. They are emphasizing the importance of the cultivation of students' information literacy ability. Therefore, how to adapt to today's large data environment of information training mode is an important research topic for the current school students' training. Every network media worker should pay attention to this problem.

Many people believe that the era of large data has contributed to the formation of network media. In fact, this view is one-sided. According to research, the emergence of network media is earlier than the emergence of the theoretical concept of large data. However, we also can not think that the network media contains large data. In theory, large data and network media complement each other. The progress of the network era requires talents to have corresponding network media literacy. This literacy can be understood as the ability to evaluate network information, the ability to participate in...
network media and the ability to develop online learning. It can be seen that the scope of these three abilities includes the theory of information literacy. According to the above theory, we should also understand that the cultivation of students' Information Literacy under the current situation of network media is extremely important.

2. On the connotation of students' network media literacy
Many scholars believe that the concept of network media literacy was first formed by the international concept of media literacy. Indeed, it does not have an exact expression and conceptual system. However, as an important part of media literacy, network media literacy is a necessary condition for modern people's information survival.

2.1. The concrete meaning of network media
To be honest, today's network media can only be a simple framework. In the academic field, it does not have a very solid form of definition[3]. At the same time, there is no clear definition to express the details of media literacy. However, according to the characteristics of the comprehensive network and the physical and mental characteristics of students, we can think that the network media at the student level should be a kind of quality or cultivation that students can correctly understand and build special network resources.

2.2. The management mode of students' network behavior
One of students' network media quality is the management of network behavior. If students can control the time of surfing the Internet and choose the content of surfing the Internet reasonably and protect themselves from the negative influence of network communication and network public opinion, we can think that the students' network quality is qualified.

2.3. Students' network application ability
From the perspective of network application ability, students need to develop the corresponding network technology application ability on the basis of mastering network use knowledge and network management ability[4]. Students need to gradually cultivate and improve their network information evaluation ability and participation ability and other core abilities. If the students can complete these tests, we can think that the students' network quality is qualified.

3. Connotation of network media based on large data

3.1. Definition of network media in the current situation of large data
In a narrow sense, network media can be regarded as a comprehensive platform for information released on the Internet. In a broad sense, the network media can be regarded as the communication means of news and information produced by various social events. Unfortunately, the author has
consulted a lot of materials, and the network media has no definite definition of its own. Everyone's perception of it is different.

3.2. Simple classification of network media
In today's wide range of large data analysis, the existence of network media is of little significance. This is due to the stability of its main functions. No matter how large the scale of the network media changes, its main professional function cannot be changed. However, there are still many people who classify it into many kinds of media according to the life and work of our society. They include professional media, news media, business media and life media.

Table 1. Strategies for cultivating students' information literacy ability.

| Strategy          | Comprehensibility          |
|-------------------|---------------------------|
| Educational resources | School curriculum        |
| Family influence   | Parents' instruction      |
| External guarantee | Government support        |

3.3. Summary of foreign network media
At present, the most sensible country to host online media is the western countries led by the United States. Take the United States as an example[5]. Its New York Times website is not only a website invested by commercial companies, but also well known and popular. In addition, some networks of Yahoo, Amazon and Microsoft are well-known in the United States. Although many websites have different characteristics, we can still see that news media websites are the main source of network media.

4. Research on the cultivation strategy of students' information literacy ability based on large data analysis under the current situation of network media

4.1. The full use of educational resources in schools
School education has a wide range of objects, teaching norms and good results. Educators should plan to formally incorporate media literacy education into the formal school education system. In addition, the arrangement of computer courses is also indispensable. Only when students are integrated into the information processing environment, in the situation of large data analysis, can they better cultivate the ability of information literacy.

4.2. The benign influence of the family
As the saying goes, parents are children's first teachers and most trusted people. Students' psychology is immature. Many students are unable to get rid of the dependence on their families. The social network composed of family blood and kinship still has a great influence on students. Parents may be inferior to their children in network technology. However, they have a more mature grasp of the network's ethics and code of conduct. Parents should pay attention to the cultivation of students' information literacy ability. Correctly guide them to evaluate the network resources correctly.

4.3. External security of society
The implementation and investment of educational means cannot do without the support of society and government. Only if the government thinks that students should have the ability of information literacy, then it will vigorously carry out talent training. At the same time, the cultivation of this ability also needs students' self-discipline and self-control. Of course, the vigorous propaganda of external non-governmental social organizations is also a reliable external guarantee.

5. The present situation of students' Quality Education

5.1. Students' awareness of network information management is very poor
Although the popularity of the network in our country is very high, there are still many students do not realize the importance of network information processing. This is not satisfied with the requirements of today's large data analysis.

5.2. The backward means of developing information resources

In fact, the development of network information in our country is backward, and we can't realize the complete modern management mode. In addition, the information quality of the staff in the development of information resources is also very low. This will greatly affect the progress and update of network media.

5.3. The quality of teachers is poor

The school does not pay attention to the cultivation of teachers, which leads to the incomplete system of students' information literacy ability[6]. If there is no teacher with high academic level, students can not reach the corresponding academic height of information processing.

6. Conclusion

In today's large data analysis technology rampant stage, the cultivation of students' information processing ability is imminent. Our society needs the information literacy talents of network media, which is also the key strategy to enhance China's comprehensive national strength.

References

[1] Xiaoping Z. Research on the cultivation of physical practice of students through PE in higher education[J]. Fujian Sports ence and Technology, 1999.
[2] Qiang W. Research on the Cultivation of Emergency Hedging Ability of Students in Physical Education[J]. Bulletin of Science & Technology, 2011.
[3] Zhi-Hua P, Yan-Feng P, Yan-Tao N, et al. The Research on the Cultivation of Students' Innovative Ability in Medical Physics Teaching[J]. Chinese Journal of Medical Physics, 2011.
[4] Xinliang W, Shuli Z. Research on the Cultivation of Students' Practical Ability in Chinese-Foreign Cooperative Majors with Discipline Competition as the Carrier[J]. The ence Education Article Collects, 2013.
[5] Wen-Feng W, Xiang-Hui L. Teaching practice research on the cultivation of students' circuit design ability[J]. Journal of Jinggangshan University(Natural Science), 2006.
[6] Hailian L U, Xujun F, Min L V, et al. Research on the Cultivation of Kindergarten Environment Creation Ability of Students Majoring in Preschool Education in Higher Vocational Colleges[J]. The Guide of ence & Education, 2019.