

On the Advantages and Disadvantages of New Media in the Schooling of Undergraduates Majoring in Accounting from the Perspective of Educational Psychologyscience of the Mind

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Abstract:

In the schooling of contemporary undergraduates, the new media has played a very important and decisive role. However, the new media brings us not only opportunities but also a series of challenges. Since the development of schooling cannot be separated from the guidance of mental, it has become an important topic to explore how to give full play to the academic advantages of new media in colleges and universities from the perspective of educational science of the mind. Undergraduates have their own ideas and thoughts, so only by understanding the rules of their educational science of the mind activities and schooling them in accordance with their actual educational science of the mind conditions can we fully understand the advantages and disadvantages of new media in schooling and correctly grasp the opportunities and challenges brought by the new media. In this study, 500 undergraduates were taken as the research object sampled from Accounting Department of Harbin Institute of Finance in Grade 2019 for a questionnaire survey, and the changes in ideas of college learners in the face of the complexity and diversity of the new media environment were analyzed according to the survey results, in order to cultivate Undergraduates' cognitive function and creative thinking, stimulate Undergraduates' interest and emotion, and optimize Undergraduates' cognitive structure from the perspective of academic educational science of the mind. The research results of educational science of the mind can be used to guide various educational and learning activities and help undergraduates form the habit of scientific thinking so as to correctly understand the advantages and disadvantages of new media in the schooling of undergraduates of accounting major, explore new ways and methods to carry out the schooling of undergraduates of accounting major under the new media and further strengthen and improve the schooling of undergraduates of accounting major under the new situation. Therefore, in college schooling, we should correctly face the new media, fully grasp the characteristics of the new media, give full play to the unique advantages of the new media to serve the college schooling, and innovate and develop the schooling of undergraduates majoring in accounting. In this study, according to the research results of academic educational science of the mind, the subject and object of the role of research objects are described, interpreted, predicted and controlled, and reasonably positioned, with a focus on the influence of new research media on the schooling of undergraduates majoring in accounting. From the perspective of academic educational science of the mind, the results of this study have important guiding significance in

improving the effectiveness and pertinence of the application of new media in the schooling of undergraduates majoring in accounting.

Keywords: *Academic, New media, Cognitive emotion, Accounting major*

I. INTRODUCTION

The concept of new media is rather broad, which refers to new media forms developed from traditional media such as newspapers, radio and television, such as live satellite TV, network TV, remote video, podcast, e-mail, portal website, WeChat, etc., including both new media forms and new media hardware. The emergence of new media has greatly impacted people's way of thinking, changed people's way of cognition, communication and expression, and has been integrated into all fields of our society, which has also had a profound impact on the education of undergraduate colleges. In the education of contemporary undergraduates, the new media has played a very important and decisive role. However, the new media brings us not only opportunities but also a series of challenges.

Not only education, but also the exploration and research of undergraduates' physical and mental development, studying, education and teaching are inseparable from the guidance of psychology. In this study, 500 undergraduates in the accounting department of Harbin Institute of Finance in 2019 were selected as the research object to analyze the advantages and disadvantages of new media in the education of undergraduates majoring in accounting from the perspective of academic psychology.

Note: The "new media" mentioned in this study refers to both new media means and new media environment, and "education for undergraduates majoring in accounting" refers to both education and teaching as well as education management.

II. MATERIALS AND METHODS

2.1 The Advantages of New Media in the Education of Accounting Undergraduates from the Perspective of Educational Psychology

2.1.1 The richness and rapidity of educational resources with the new media

With the expansion of knowledge source space under the new media, the storage and provision of a large number of abundant information resources by the new media are conducive to the integrated utilization of academic resources, the realization of data and information sharing, the enrichment of teaching contents, teaching methods and means, the enhancement of problem-solving ability, the full attraction of undergraduates' attention, the long-term subtle influence on undergraduates and the enhancement of the effectiveness and convenience of education.

According to the survey of 500 undergraduates majoring in accounting, the application of new media

can meet the undergraduates' "psychological needs" and undergraduates can maintain communication with teachers in time. From the perspective of academic psychology, it is beneficial to mobilize undergraduates' initiative and enthusiasm and stimulate their interest and emotion in learning, solve problems encountered by them in life and studying in a timely and effective manner, and ensure the real-time nature of academic work.

2.1.2 Privacy and interactivity of communication under new media

According to the survey, 95% of the 500 undergraduates majoring in accounting prefer to communicate with teachers through new media. Under the traditional academic environment, undergraduates have few opportunities to communicate with teachers out of awe of teachers and limitation of time and space. In the new media environment, informal text expression through chat tools such as WeChat can better reflect their true feelings, even to a certain extent, it has strong concealment and privacy, which can reduce the embarrassment of face-to-face communication, and is conducive to the establishment of an equal, trusting and relatively relaxed communication environment for both parties to the dialogue. Under the new media, educators can easily eliminate psychological pressure and express their true thoughts through step-by-step communication with equal attitude, so as to achieve effective academic effect.

2.2 The Disadvantages of New Media in the Education of Accounting Undergraduates from the Perspective of Educational Psychology

2.2.1 Disorder of information under new media

From the perspective of academic psychology, there are differences in understanding methods and cognitive abilities in the process of obtaining information, making plans and solving problems due to certain cognitive differences among undergraduates. In addition, undergraduates will also become disseminators of false information and bad information because of the lack of common sense and objectivity of first-hand information^[1].

At present, China is in the period of social transformation, and the learning and communication based on new media has a certain cross-cultural nature. Different values and social and cultural backgrounds will inevitably lead to diversified conflicts^[2], resulting in the social ideology showing the characteristics of pluralism, diversity and variety. The service objects of new media are characterized by uncertainty and pluralism, and its contents reflect different value orientations, organizational principles and structural systems^[3]. Driven by certain social trends of thought, new media is characterized by disorder of information and uneven quality of information. As a convenient, low-cost and highly hidden means, new media is catering to the needs of people to vent their emotions and express their demands. Therefore, the network is often full of fragmented, emotional, one-sided and even extreme views and information. In view of this situation, the relevant departments lack effective supervision, making some people express their dissatisfaction by creating rumors, and at the same time, making others agree with their ideas or seek benefits by creating rumors and other means. Moreover, the new media has also changed the role of

undergraduates, making them not only the audience but also the disseminator of information ^[4].

Although new media means provide unlimited selectivity and interactive functions, spam, spam messages, spam advertisements and viruses also make the vast information audience suffer, which leads to violent spread, that is, compulsory communication, which means that the communicators try their best to force the audience to receive information, affecting the work, life and study of the information audience, affecting the correct outlook on life and values of undergraduates, and even cheating some undergraduates. Obviously, the violent spread of news under new media is extremely harmful.

2.2.2 The deficiency of emotion under the new media

From the perspective of academic psychology, some undergraduates have different degrees of emotional disorders and social function damage under the new media. Humanistic theory emphasizes people's self-development and the exploration of people's creative potential, emphasizing emotional education and people's self-realization, while the new media brings a relatively closed environment, in which the individual is facing a non-emotional, quick and mechanical network, which results in the relationship between people being dull, stiff and passive, all of which cannot reflect humanistic thought ^[5].

Under the new media, undergraduates can study, shop, communicate and play online, keep abreast of new things and get the latest information, which fully meets the needs of undergraduates, but shows that undergraduates rely excessively on the new media. According to the survey, undergraduates spend more than 2/3 of their spare time on the Internet, indulging in the personal world in the Internet, expressing their emotions truly and venting themselves online, and having random or even extreme opinions, which easily breeds exclusive psychology, and even leads to communication barriers and emotional barriers in real life. In particular, mobile phones have become an important communication tool in today's society, and more and more undergraduates have become "clan of the thumbs". They play with their mobile phones in class, library and dormitory, which reduces the communication and exchange among classmates. Due to the excessive dependence on new media, some undergraduates have obvious physiological, psychological and social function damage.

Admittedly, new media communication tools can be regarded as a useful key when encountering difficult topics, but you can't see each other's expressions, make eye contact, and judge each other's thoughts at any time through new media communication channels. Especially when some communication needs the touch-up of voice and the affirmation of expression, the informal text communication lacks emotional color because they have no voice symbols and cannot judge each other's emotions through voice and facial expressions. Furthermore, communication under the new media obviously needs more time and energy, especially when you face more audiences, and when you need to "inform" and explain problems with popular words, you can't completely rely on new media tools. At this time, we need to face audiences and communicate emotionally.

2.3 How to Make Better Use of New Media from the Perspective of Educational Psychology

New media has become an important platform for undergraduates to receive information, express their feelings and show themselves, so its influence on the content, methods, means and modes of education is obvious. Therefore, in colleges education, we should correctly face the new media, fully grasp the characteristics of the new media, give full play to the unique advantages of the new media to serve the colleges education, and innovate and develop the education of undergraduates majoring in accounting.

2.3.1 Strengthening the education of undergraduates to improve cognitive ability

As the significance of education is to cultivate undergraduates' correct values, educators should use academic psychology knowledge to cultivate undergraduates' studying interest, strengthen inspiration and education for undergraduates, improve studying effect, improve cognitive ability, correctly guide attribution of results, and promote undergraduates to form positive values.

Undergraduates' curiosity, together with their questioning and rejection of authoritative information, make them interested in false or bad information easily, which leads to the interference of value orientation. In undergraduate education, we must strengthen the positive guidance to undergraduates and the correct guidance of public opinion under the new media. In addition, positive studying activities should always be carried out in undergraduate education, and positive public opinions and directions should be publicized through various forms such as radio and WeChat platform, with a clear banner, and the latest information should be fed back to students at the first time.

At the same time, because people have individual differences in knowledge level, acceptance ability, hobbies, studying methods and studying habits, teachers should teach undergraduates in accordance with different undergraduates' individual differences, improve their cognitive ability, cultivate their discrimination ability, and teach them how to dialectically look at problems, how to find the truth from falsehood, how to explore the essence, so that they can fully understand their own values and promote their self-development.

2.3.2 Combining with traditional education methods and attaching importance to the role of emotional factors

In undergraduate education, attention should be paid to the role of emotional factors, with strong interest in studying and clear objectives, which are very important emotional factors. The selection and organization of academic content should better meet the needs of undergraduates majoring in accounting. At the same time, focus should be put on the emotional communication between teachers and undergraduates and give necessary caring guidance in education.

Although the new media has the characteristics of rapidity, convenience and flexibility, and many unique advantages over the traditional academic means, we should not rely too much on new media, but

constantly innovate academic contents and methods on the basis of traditional academic means. We can make use of new media to enrich the content of education and teaching, and combine academic manual practice activities, so that undergraduates can participate in it personally and stimulate their interest in studying. In terms of education management, undergraduates can communicate with each other through new media to seek advice and help on private topics. However, instead of using new media mechanically, they must combine traditional academic means, pay attention to the interaction between teachers and undergraduates, and strengthen emotional communication. Therefore, on the basis of adhering to traditional academic means such as classroom education, social practice and voluntary service, it is necessary to make full use of new media technology, enrich the contents, methods and forms of undergraduate education of accounting major, and innovate constantly to meet the needs of undergraduate education in different situations, different stages and different groups.

2.3.3 Deeply exploring the potential of undergraduates to promote their self-realization

Humanism in education psychology fully affirms people's value and actively advocates the realization of people's potential, but undergraduates' studying potential has not been fully released, so teachers should play a leading role to help undergraduates realize themselves.

Therefore, there must be a classroom, which can't be replaced by online courses, a class meeting, which can't be replaced by black and white words typed by keyboard, and a physical competition, which can't be replaced by virtual games. Teachers should make full use of the new media to enrich the content and form of education and teaching resources, to carry out rich and colorful sports practice activities, to fully mobilize the potential of undergraduates, to enable undergraduates to organize activities, actively participate in activities, to establish self-confidence, to enhance personality charm, to develop interpersonal skills, to gradually improve the problems existing in studying, emotion and social functions, to better adapt to society, and to promote self-development.

2.3.4 Using "authority effect" to strengthen the supervision and management of new media information

In view of the disorder of information and violent spread under the new media, in addition to strengthening the correct guidance of public opinion to undergraduates and improving their cognitive ability and identification ability, we must use the "authoritative effect" in psychology, that is, to achieve a better publicity effect by using the leader's right to speak, and to conduct more strict supervision and management on the channels of information communication by using the leader's right. To establish the supervision mechanism of new media information, the first step is to establish and improve the relevant systems and regulations of new media information, improve the monitoring mechanism of information released by new media, and keep the source of information well. Next, colleges and universities should strengthen the supervision of information dissemination by building network virtual organizations and setting up network administrators to effectively monitor and manage bad information and wrong information.

In addition, the "authority effect" also comes from the undergraduate educators' own accomplishment, knowledge, ability and personality charm. The educatees' trust and respect for the educators, and the educators' long-term care, guidance and help to the educatees, also make the "authority effect" easier to play a role so that the educatees are easier to accept emotionally.

III. CONCLUSION

In college education, we should correctly face the new media, fully grasp the characteristics of the new media, give full play to the unique advantages of the new media to serve the college education, and innovate and develop the education of undergraduates majoring in accounting. In this study, according to the research results of academic psychology, the subject and object of the role of research objects are described, interpreted, predicted and controlled, and reasonably positioned, with a focus on the influence of new research media on the education of undergraduates majoring in accounting. From the perspective of academic psychology, the results of this study have important guiding significance in improving the effectiveness and pertinence of the application of new media in the education of undergraduates majoring in accounting.

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