

Research Article

The Exploration of College BBS Construction and Management Innovation under the Multicultural Background

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Abstract: In recent years, with the development of global economic integration, cultural diversity trend is increasingly obvious, especially the increasing popularity of network communication, which has profound effect on the contemporary university students' thought ideas, behavioral pattern and value orientation. And it caused the attention of the whole society. College BBS is an important platform for college students to exchange ideas and share resources and its influence is ascend increasingly. That is the challenge and opportunity for the college education management work's development. How to construct and manage the college BBS, give full play to the resource advantages and avoid its negative influence is a significant study. This study takes the Jinan university youth BBS for example to discuss how to enhance the college BBS construction and management on the multicultural background through a series of investigation interview. In order to provide some references and suggests for the college BBS's construction and management.

Keywords: College BBS, innovation, management, multicultural

INTRODUCTION

Since the 90s of the last century, the campus BBS flourish and become the campus cultural development of the new carrier in the network environment, the construction and management of a new topic of the ideological and political education. The development of university BBS and its user base so that it plays an important role in many aspects of information dissemination on campus, campus culture, campus guidance of public opinion, has become the mainstream campus internal communication tools. However, the University BBS management mode there is always focusing on defense light construction, light weight experience specification "two light double drawbacks. The past, the university BBS mainly at the level of management and technical, to the neglect of the building on the BBS boot and cultural environment. Therefore, in order to further develop the university BBS role in the building of the cultural environment, you have to rely on the BBS's own development, to build a good cultural environment, to form a good atmosphere, a common force through the hardware facilities and cultural environment, building and management of the university BBS .

From recent studies, it can be seen, scholars gradually university BBS role in the construction of campus culture to explore, such as Chen (2008), China University website with the construction of campus culture studies; Feng (2009) of College BBS

characteristics as in the construction of campus culture; King (2010) Colleges and Universities BBS role in the ideological and political education network; Zhu (2011) college BBS role in building a harmonious campus culture; Xu (2012) in Chinese Universities BBS network of public opinion and cultural construction.

The purpose of this study is that the lack of summary and evaluation of previous studies, analysis of the guide for the Construction of the BBS policy and cultural environment of the building, through the analysis of the main problems and shortcomings in the new environment, explore innovative management mode, such as building cultural environment; spokesman system established; play the leading role of "opinion leaders" culture, so that increasingly meet the needs of social development and the internal needs of the student population. With the development of society, multicultural background has become increasingly necessary to analyze the research the university BBS under the management and guidance in the multi-cultural background, to provide sufficient evidence and guidance.

THE CHARACTERISTICS AND THE RESEARCH STATUS OF COLLEGE BBS UNDER THE MULTICULTURAL BACKGROUND

What is the BBS? BBS is English Bulletin Board System, which is the network platform most people

participate jointly. The user could participate in leaving messages and discussing. Also can browse and release information, comments and download resource, etc., after registration and login. BBS is open to users, virtual and communication universality, which means that users can optionally express their own opinions with other members. Due to the main user is the college students, besides the followed features, it has some characteristic, such as main body specificity, function particularity and management uniqueness. So it is meaningful for us to explore further (Zhang, 2010).

According to the 22nd China's Internet situation development statistics report, BBS enter the top ten network application field with 38.8% of the traffic. And 68.6% of net citizen under 30 become BBS main user. And the 23rd report also shows that BBS penetration in college students up to 55.5% which shows that BBS has been increasingly popularized as a network communication platform between teachers and students (China Internet Network Information Center, 2009). At present, our country's university mostly built its own campus BBS because of its high interactivity, immediacy, virtual nature and large information. Therefore, the full use of campus BBS has great meanings to grasp the ideological developments of college students, open up the college students' education management channel and enhance the idealistic and political education.

With the development of society and popularization of network communication, the tendency of social multiculturalism is now becoming clear, which greatly enriches people's cultural life, affects and changes people's values, ideology and the way of life. Jinan University has hundred years of history in China which runs for overseas Chinese and carries out multiculturalism in whole campus culture (Tang, 2010). On the one hand, it greatly enriched the campus cultural atmosphere. On the other hand, it brings lots of challenges to develop the ideological and political work. How to creatively deal with the challenge in multiculturalism background is what great importance should be attached to.

Meanwhile, with the development of computer technology, BBS carrier and forms enrich constantly so that its resources was taken from the simple textual information to today's multimedia resources (such as video, Flash and pictures, etc.), download services and virtual currency. That is to say, campus BBS plays increasingly important role in students' daily-life, study, relationship and psychology and so on. Taking Jinan University youth BBS for example, up to now, it has 1205100 posts and 108813 memberships, moreover, the membership increases about 1153 each day on the average. Due to this, it become an important miniature of campus BBS in China.

NEW PROBLEMS OF COLLEGE BBS MANAGEMENT

Technology updating: Along with rapid development of network technique, university BBS security becomes worse caused by hacker attacks, network viruses spreading, illegal code accessing and unhealthy information intrusion. According to the monitoring of MIIT (China's Ministry of Industry and Information) and CNCERT (National Computer Network Emergency Response technical Team/Coordination Center of China), in 2010, mainland China reached 35000 pages about tamper event. Among them, Guangdong Province's reached 5525 and the proportion of controlled server by Trojans and zombies up to 24.02% (Huang, 2009). At present, China's college BBS commonly based on DISCUZ's technology which is grown-up and widely used. But because of its loopholes and defects, college BBS often become the attack target of the hackers. Taking our college BBS as an example, it has been attacked 2-3 times on average annually. And we found that one fifth of the malicious advertising was caused by malicious plug-ins, what's more, we just only can the principle of "found one, dealing with one" because of the limitation of technology.

Network communication: What is network communication? It is the relationship between people's thoughts, feelings, ideas and attitudes during the process communication to realize an activity of information exchange. At present, our country college BBS usually have specialized agency to manage. On the one hand, it helps college build a harmonious network environment. On the other hand, because of the administrative management of campus BBS, there are some confliction and misunderstanding between students and managers, what's worse, the traditional containment and closed management means also intensified the contradiction between managers and students. It resulted in the increasing of students discontent result from lack of effective network communication. Based on the characteristics including egalitarian and dummy, the method of education way should be changed from the traditional infusion teaching and imperative to heuristic and conversation style with an equal status. If the college still continue to use the controlling thought under the system of planned economy and divorce their own from reality to develop their BBS without communicating with students, the divergence between colleges and students will further widen.

Requiring contradiction: The Internet has become China's important communication platform for cultural production and consumption. Network culture has become an important parts of people's spiritual culture life. At present, China's network culture development is still at the starting stage, excellent culture products supply is not enough, the network culture innovation ability is not strong and the distinctive and individual

services is not rich, which leads it is not fit for the requires of socialistic advanced culture and has a large gap in the people's growing cultural demand. Network culture increasingly develops into the mainstream culture (Guo, 2007). And campus BBS has become an important platform of the communication network culture. Survey data, from a survey which was named "The means of getting information in campus culture communication", showed that 40.85% of the respondents get information and carry out the campus communication through BBS. But from the current development situation, the campus BBS network culture development has some aspects which do not go with the demand of the growing trend among the youngsters.

Cultural construction: At the CPC central committee political bureau 38 times collective learning, comrade Jintao Hu's stressed that strengthen the network culture construction and management and satisfy people's growing cultural needs with the enterprising spirit, Network information garbage and information fraud come a long with the convenience, which directly influence the young students' outlooks of the world and life, also downplay moral concepts. Addiction in virtual world brings the negative influence on young students' health. It is reported that 80% of the dropouts are addicted in surfing and excess amusement. Therefore, it is important to construct cultural environment when promote the harmonious development of the campus network.

COUNTERMEASURES: STRENGTHEN THE EXPLORATION OF BBS MANAGEMENT UNDER THE NEW SITUATION

SMTH, established in 1995, marked the birth of BBS in our university. With around 10 years' development, BBS is gradually putting on more active function in campus life. The Youth BBS, founded by our Youth League Committee in 2002, has been one of the most active forums in Jinan University. It has made a rapid progress both in the quantity of the members and posts and so does updates of layout and system. Relative accession, regulation, technology, real-name management and monitoring system have been established and improved in certain extent. However, we still need to urgently innovate and explore the management system and mode under a new situation, which is of great challenge in increasing numbers of users, developing technologies in BBS, guaranteeing safety and new characters and needs of youth.

Give full play to network opinion leader in BBS: The so-called opinion leader is the person who often provides information and ideas, influences others in the active interpersonal communication network. Due to long time on internet surfing and abundant internet

connections, opinion leaders play a key role in guiding and promoting the development of public opinions, which we call net credibility (Li and Fei, 2009). Normally, they act as promulgators, disseminators, facilitators and confirmers. Especially for some emergency evaluations and views, their speeches and discussions will impact a visitor's understanding to some extent. The dissatisfactions of opinion leaders easily cause the agreements on stereotype and strong criticism wave, even mass incidents (Cartwright, 2004). Therefore, we must strengthen and adhere to contacting and training university network opinion leaders. Construct the harmonious BBS, grasp mainstream public opinions, lead the opinions to a right direction at first time and guide the healthy development of public opinions with the help of opinion leaders.

Establish news release system and set up the network spokesman: According to the survey, nearly 40% of college BBS topics are focused on campus which are related to their study lives, such as dining room meal, dormitory management and elective course, etc. Therefore, with the establishment of news spokesman and news release system in every units in school, wrong direction of public opinion can be quickly and effectively quelled and the students' misunderstanding can be eliminated promptly, through timely authoritative information publication and positive online guidance, so as to form the positive publicity report and the strength of network public opinion when heated debate and improper remarks on a specific problem appear on the internet. A positive response from the official organizations, which is of right word and issued timely, can be conducive to the formation of positive public opinion online, in order to facilitate the mollification of events. Otherwise, it may deteriorate the events.

Improve and strengthen the establishment of network commentator team: The campus network public opinion is an important window to reflect students' ideological dynamic. Since the random formation of network public opinion, numerous and jumbled contents and rapid spread, especially bad information is easy to cause adverse effect on college students' thought, it is indispensable to set up a network commentator team which is political reliable, knowledge enriched, time permitted and familiar with the network language communication skills. Network commentators team, which is for the purpose of resisting bad speech through the various groups of network comments, should have a balanced and harmonious structure, including students, teachers, regulators and experts, etc. In order to establish a sound training organization and make the network commentators to lead the public opinion without red and expert, we must carry out some periodical professional trainings and lectures by experts on them to improve their network reply ability.

Enhance the mechanism of crisis warning and tasking: Apart from doing surveillance, college BBS (Bulletin Board System) should predict the possibility as well as the development tendency of public opinion events' outbreaks to establish a corresponding early warning and emergency mechanism, in the meanwhile, it is also necessary to prepare emergency plan respectively according to the severity. When paroxysmal network public opinion event happens, it is useful to take decisive measures immediately; including delete related topics and posts timely, adopt the method of auditing words at emergency, or even close the BBS if the crisis is particularly urgent. Secondly, to prevent the spread of rumor, the administrator should deliver announcements to make a positive guidance on the internet. Furthermore, we should take full use of the influence of the internet commentators and opinion leader to deal with emergency effectively and eliminate the suspicion of the public fully by distracting members' attention. Last but not the least, we need to make the best of the emergence's aftermath, strengthen the moral construction on the Internet, guide students to have self-education and influence them through the organization of the network activities.

Build a good university BBS cultural environment actively: A famous British scholars Atkinson said: "Cultural environment is a kind of driving force, culture not only have a power of deciding the way of life, but also has power to form personal characteristics, behavior mode and view attitude". Build a good network cultural environment helps to improve college BBS construction and the soft power of management. Like a factory, college BBS is not a qualified one if it has a network platform as a production facilities, but have no culture support and a good cultural environment and people involved without basic moral level and cultural accomplishment. From a certain extent, whether the cultural environment is good is an important standard to measure college BBS construction and management. Especially mutual influence around the multicultural background will produce some repellency and differences. Therefore, we must attach great importance to the construction of the cultural environment in the process of university BBS construction and management. This is the inevitable requirement of future network construction.

CONCLUSION

The University BBS construction and management of the growing reality of a multicultural background and a management model has been formed to consider proposed targeted improvement measures and methods. Growing cultural backdrop, University BBS should pay

special attention to the establishment of cultural leaders, the positive impact of play of the group; through spokesman establishment, clear official correct opinion; especially should build a good network cultural environment, culture health, warmth and freedom of cyberspace, which is the top priority of future construction. Therefore, in the university BBS future development, I suggest that the cultural environment of the building as a main driving force, because of the cultural environment can determine the human way of life, to change society's concept of re-shaping the character of the participants, ideas and concepts only in an excellent state-of-the-art cultural environment, university BBS will have a better future.

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