

Main problems and countermeasures of China's university information disclosure under the perspective of the new media - a case study of some universities

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ABSTRACT: China's university information disclosure work is an important content of the construction of modern university system with Chinese characteristics, and the research of the impact of the rapid development of new media technology on China's university information disclosure work has an important significance on promoting the democratic management of schools and scientific governance of the university. Taking some Chinese universities as an example, combined with questionnaire survey, this paper analyzes the main features and problems of China's university information disclosure work under the background of the new media, and believes that there is a need to promote China's university information disclosure work through strengthening the platform construction of the new media, increasing the information disclosure efforts in key fields, improving the security system of the information disclosure, and perfecting the responsibility supervision mechanism of the information disclosure.

Keywords: new media; information disclosure; main problems; countermeasures and suggestions

1 INTRODUCTION

With the rapid development of information technology, the information dissemination mode based on the Internet and mobile phone client is undergoing great changes. "The media disseminating information with the carrier of network based on the digital technology" is called as the new media by the UNESCO. The information dissemination under the background of the new media is characterized by the openness, interactivity and timeliness. The promotion of university information disclosure is an important content to perfect Chinese modern university system and improve the university management structure. Since March 1999, the Chinese government issued the *Opinions on Promoting Public Administration Affairs by the Education Union* and a series of document related to the university information disclosure (see Table 1), and gradually promoted the university information disclosure work, and achieved some results. However, the rapid development of the dissemination channels of the new media constantly changes the asymmetrical information situation in China's university publicity

work, thus bringing convenience to the university information disclosure work, and presenting new challenges. How to actively respond to the new situation under the background of the new media and do the university information disclosure work well, in order to further improve China's university management level deserves to be researched.

Table 1. China's university information disclosure systems

Issuing time	File name	Issuing authority
March 1999	<i>Opinions on Promoting Public Administration Affairs by the National Education Union</i>	China Education Union
February 2002	<i>Opinions on Promoting Public Administration Affairs by the Ministry of Education and All-China Federation of Trade Unions</i>	Chinese Ministry of Education, All-China Federation of Trade Unions
July 2003	<i>Several Opinions on Strengthening Running School by Law</i>	Chinese Ministry of Education
April 2007	<i>Government Information Disclosure Ordinance of the People's Republic of China</i>	China's State Council
April 2010	<i>Higher Education Information Disclosure Measures</i>	Chinese Ministry of Education
July 2014	<i>University information disclosure List</i>	Chinese Ministry of Education

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Table 2. Amount of information published by some universities in Wuhan in the school year of 2014-2015 (unit: piece)

Universities	News published by campus network	Microblog	WeChat	Broadcasting	Campus newspaper
Wuhan University	1254	2650	726	450	844
Huazhong Normal University	1014	3802	888	—	1236
Huazhong Agricultural University	3833	214	150	2200	400
Wuhan University of Technology	2066	6439	728	3500	546
Chinese Geology University (Wuhan)	1554	629	678	—	355
Zhongnan University of Economics and Law	2768	1951	362	350	—

Data source: university information disclosure websites

2 MAIN FEATURES OF CHINA'S UNIVERSITY INFORMATION DISCLOSURE WORK UNDER THE PERSPECTIVE OF NEW MEDIA

2.1 *New media has become a major channel for China's university information disclosure*

The university information disclosure objects mainly have three levels - public information of government, public information of university students and teachers, public information of social public. The main channels of the traditional publicity include campus newspaper and magazine, campus broadcasting and file reports and so on. The development of the new media has an important impact on the dissemination mode of China's university information disclosure, and is gradually changing the main channel of the traditional information disclosure. Taking some universities directly subordinated to the Chinese Ministry of Education as an example, there is a huge amount of information published through the campus network, microblog, WeChat and other new media channels, which are far more than the amount of information published through the campus newspaper, campus broadcasting and other traditional media (see Table 2). It has become the main channel of the university information disclosure.

2.2 *New media has become a main channel for the audiences to acquire China's university information*

According to the *Statistical Development Report of China Internet in 2014*, as of December 2014, the total number of Chinese netizens has reached 649 million, and 31.17 million netizens have been increased within a year, of which the student population accounts for 38.8%, and the newly increased netizens mainly use the networking device of mobile phone, with the utilization rate of 64.1%. To acquire all kinds of information by the use of the mobile phone and other clients has become a normal state for the university students and teachers. The researchers select Wuhan concentrated with universities as the representative, and carry out the questionnaire survey of the "user

demand of university information disclosure" for some universities directly subordinated to the Chinese Ministry of Education, with the research objects of university teachers and students and a small number of the social public. The survey results show that the computer network is the first channel to acquire university information. To acquire the university information through the computer network channels accounts for 74.5%; to acquire the university information through the mobile phone client accounts for 29.4%. The school's official information is acquired mainly by the mobile phone WeChat, microblog client or school's official mobile phone APP. Broadcasting is also an important channel, accounting for 41.2%, which has an important relationship with the research objects of the university students and teachers. However, the role of the campus newspaper and magazine is not obvious, only accounting for 11.8% (see Figure 1). Viewing from the questionnaire survey results, the traditional media plays a certain role in acquiring the university information, but the new media has become an important channel for the teachers and students and the social public to acquire the university information.

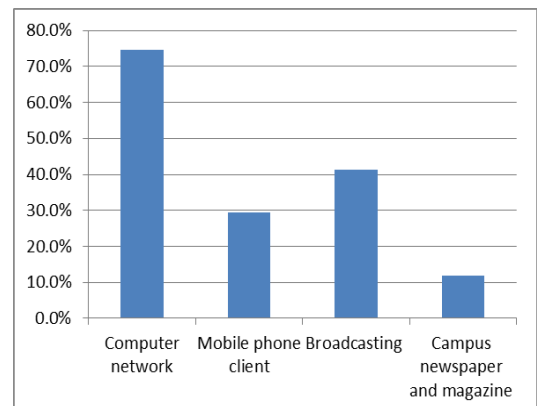


Figure 1. Main channels of acquiring university information

2.3 *China's university information disclosure work has its new features under the background of the new media*

The information disseminated through the Internet,

mobile phone and other multimedia terminals is characterized by the openness and interactivity. China's university information disclosure method must be transformed from one-way enclosed dissemination to open and interactive dissemination. The information disclosure content must be transformed from partial publicity to overall publicity. China's university information disclosure work under the background of the new media is also characterized by the timeliness. The traditional information disclosure has a relatively long time of information handling and processing and slow dissemination speed, but the new media greatly shortens the information handling and processing link, sharply accelerates the dissemination speed, and avoids space and geographical restrictions in the dissemination process, which will inevitably change the control mode of university information disclosure work, and transform the control mode of information disclosure from controlling over the emission sources to active and positive guidance.

3 MAIN PROBLEMS OF CHINA'S UNIVERSITY INFORMATION DISCLOSURE UNDER THE PERSPECTIVE OF NEW MEDIA

3.1 *The timeliness and comprehensiveness of the university information disclosure needs to be improved*

Under vigorous promotion of the Chinese Ministry of Education and other competent authorities, China's university information disclosure work has a rapid development and achieves the phased objectives. However, due to insufficient attention to the information disclosure work of some universities, relatively weak awareness and other reasons, the university information disclosure work still has some bottlenecks.

First, the timeliness of the information disclosure is not strong. *University information disclosure List published by the Ministry of Education* in China specifically regulates that, "the university should publish the information within 20 working days after the completion or acquisition of the list information, and should update the information content if modified within 20 working days after modification". Some universities fail to timely update the published information in accordance with the time limit. For example, the reports of the undergraduate teaching quality and important information disclosure lag behind. The timeliness of acquiring information in the era of the new media determines the importance of the timeliness of information disclosure. The lag of the information publishing and updating brings an adverse impact on receiving and using information by the university teachers and students and the social public.

Second, the comprehensiveness of the information disclosure needs to be improved. Chinese Ministry of Education clearly stipulates that, the information dis-

closure of the list content of 10 categories and 50 items is the minimum requirement. The social public can be very easy to access and use the university information published through the new media channels. Except that few universities can expand the publicity contents based on the list stipulated by the Chinese Ministry of Education, most universities are just satisfied with the publicity of 10 categories and 50 items stipulated in the list. According to the relevant statistical data of the Chinese Ministry of Education, as of December 2015, among 75 universities directly subordinated to the Chinese Ministry of Education, only 38 universities publish 50 items stipulated in the list, and nearly half of universities fail to completely publish the content stipulated in the list.

Third, the publicity depth of the social concerns is not enough. For the issues concerned by the teachers and students and the social public in terms of the university enrollment, finance, personnel and procurement, the university has a general publicity, and just pays attention to the publicity of results, without an in-depth publicity process, non-exhaustive details of publicity, which could not fully meet the requirements of university teachers and students and the social public.

3.2 *The security system of the university information disclosure needs to be improved*

Chinese government departments introduce a series of systems related to the university information disclosure work, and effectively promote the university information disclosure. Due to the government, universities and many other reasons, there are shortcomings in the legal protection, material incentive and system construction of the unit.

First, the legal protection of the university information disclosure needs to be improved. The legal system related to the information disclosure is incomplete, and the university information disclosure work is lack of support of the legal system. The corresponding legal systems fail to propose clear requirements or restrictions for the university information disclosure work, which are not conducive to further promotion of university information disclosure work.

Second, the material security system of the university information disclosure needs to be improved. The university information disclosure work is lack of material security, and lack of incentive mechanism, which is not conducive to give play to the subjective initiative and enthusiasm of the staff, nor conducive to encourage teachers and students to participate in the information disclosure work, thus working together to promote democratic management of schools and scientific government. In the specific work, the specialization level of the information disclosure work needs to be improved, and the work team construction needs to be strengthened. For example, the university is lack of specialized operating mechanism, and lack of spe-

cialized staff, or training of the information disclosure policy and business knowledge learning for the staff.

Third, the information disclosure system of the units subordinated to the university needs to be further strengthened. The information disclosure of the units is the university information disclosure basis and information source. The universities (departments) and various functional departments should adopt the unified regulations of the new media channel in the university and coordinate to carry out information disclosure work, and avoid asymmetric information. Currently, there are also cases of the non-standard information disclosure of units, unbalanced effort of information disclosure, and weak initiative of information disclosure work of the minority of units, so it is necessary to further strengthen the system specification.

3.3 *The responsibility supervision mechanism of the university information disclosure needs to be strengthened*

China's university information disclosure work implements the responsibility system. The government departments and universities are liable for the inspection and supervision. The existing responsibility supervision mechanism needs to be further strengthened.

First, the evaluation mechanism of the university information disclosure needs to be further improved. Currently, the evaluation mechanism of China's university information disclosure is mainly subject to the inspection and supervision implemented by the higher authorities at the implementation level, supported by the self-examination of the university and supervision of the teachers and students and social public. The channels are not smooth enough for the teachers and students and the social public to participate in the university information disclosure work, and fail to give play to the enthusiasm of the teachers and students and the social public to participate in the university information disclosure and the convenient interactivity of the new media channel in work, thus ignoring the important role of external evaluation.

Second, the contradiction between the implementation function and supervision function of collection and feedback of the university information disclosure implemented by the same subject remains to be solved. Currently, for most of the universities in China, the department who is responsible for the information disclosure work is not only a collector, arranger and publisher of the information disclosure, but also a supervisor of opinion collection and feedback. The coincidence of these two identities is likely to cause nonfeasance or lazy conduct in work, which is not conducive to scientifically and rationally supervise the information disclosure work.

Third, the confidentiality review and accountability of information disclosure need to be further strengthened. The university still has the problems in stand-

ardization omission of the confidentiality review of the information disclosure and the system construction to be strengthened. The accountability of information disclosure is also a lack of qualitative and quantitative accountability mechanism.

4 FURTHER IMPROVEMENT OF COUNTERMEASURE ANALYSIS OF UNIVERSITY INFORMATION DISCLOSURE WORK

4.1 *Strengthen the platform construction of the new media*

The information disclosure platform construction is the basic condition of timely, accurate and comprehensive publicity of information. The university should improve the information disclosure platform construction of the new media based on the improvement of the existing information disclosure service platform, which is dominated by the portal information disclosure column, supported by all types of network media in and around the university. The university should further expand the new channels of information disclosure services, strengthen the construction of the university website, official microblog, official WeChat, mobile phone APP and other new media, set up alliance with the new media channels in the university, and effectively promote the information disclosure work and constantly improve the timeliness and comprehensiveness of the information services through joint sound production, sharing resources and other ways, and expanding the university information dissemination ability. The university should promote the integration with the new media and traditional media of the information disclosure, so that the platforms of the new media and traditional media are connected to each other, thus achieving complementary advantages of timeliness and authoritativeness. The university should also strengthen the digitized campus construction, and publish the teaching and scientific research and other information to the university teachers and students through the digitized account management and other systems of the university.

4.2 *Increase the information disclosure efforts in key fields*

For the key fields concerned by the teachers and students and the social public in terms of the university enrollment, finance, materials purchasing, bidding, personnel and talents, the university should further increase the information disclosure efforts in these fields on the basis of the list of information disclosure. The university should timely and comprehensively publish the enrollment information, the students' "scholarships, loans, subsidies, grants, free-learning

funds”, school transfer, profession transfer, suspension of schooling, appraisal, advanced evaluation and other matters related to the vital interests of the students. The university should actively publish the content of financial information to the teachers and students and the social public, and timely publish the charge items and standards approved by the price department to the society through the new media platform, and actively accept the comprehensive supervision by the society. For the major construction project bidding, there is a need to strictly implement in accordance with relevant laws and regulations, and the commission for discipline inspection, auditing, labor union and other departments of the university should organize the staff and teachers and students to implement full participation and full supervision. The sensitive issues related to the personnel and talents should always adhere to the public indicators, public conditions, public materials, public procedures, and public assessment results. Furthermore, there is also a need to further apply for the publicity work, improve the standardized level of work, and actively respond to other hot issues concerned by the teachers and students and the social public.

4.3 *Improve the security system of the information disclosure*

First, the Chinese government should improve the legal security system of the university information disclosure, provide legal security for the university teachers and students and the social public to acquire university information, and provide legal basis for the university to carry out information disclosure work, and effectively transform the situations of insufficient attention and relatively weak awareness of some universities. Second, the university should improve the material security system, continue to improve incentive mechanism of the information disclosure work, strengthen education and training for the information disclosure staff through various forms, constantly enhance the overall quality and overall business capability of two-stage teams of the university, and improve the professional level of the information disclosure workforce. Third, the university should further improve the construction of the relevant organization of the units, and improve the university (department) affairs publicity, office affairs publicity and other work systems, thus providing system guarantee for further promotion of the normalization and standardization of the information disclosure work.

4.4 *Improve the responsibility supervision mechanism of information disclosure*

The construction of the responsibility supervision system is a guarantee for the information disclosure work. Only with a complete set of system including the information disclosure responsibility, supervision

and confidentiality review and other content can ensure efficient, transparent and safe implementation of the information disclosure work. First, the government authorities should complete the evaluation mechanism of the information disclosure, and introduce external evaluation. The evaluation of teachers and students and the social public is incorporated into the evaluation system, and the teachers and students and the social public are the main targets of information services. The improvement of their enthusiasm in participation and supervision is conducive to smooth mechanism, transparent information, and avoidance of contradictions and conflicts, thus effectively promoting the timely, comprehensive and accurate publicity of the information. Second, there is a need to separate from the implementation function and supervision function of collection and feedback of the university information disclosure, strengthen the supervision function, incorporate the implementation situation of information disclosure into the internal evaluation work of the university, organize to carry out self-examination and mutual-examination of the university (department) affairs and office affairs publicity, and objectively evaluate the information disclosure work at the secondary units. Before the introduction of decisions and major programs, there is a need to extensively solicit the staff opinions and timely collect suggestions through convenient new media channels, and give feedback of various opinions to the teachers and teachers after implementation of the decisions and programs, and view the satisfaction of the teachers and students and the social public as the fundamental basis to measure the effectiveness of information disclosure work. Third, there is a need to perfect the confidentiality review system, adhere to the principle of publicity, review, prior review and review by law, specify the confidentiality review responsibility in the whole process of the information disclosure work, adhere to clear post responsibilities and specific staff, and strictly implement various approval procedures of information disclosure according to the requirements of “not disclosing confidential information or involving in secrete in the public information”, conduct the confidentiality review of the information disclosure well, and ensure the information safety.

The rapid development of the dissemination ways of the new media brings challenges to China’s university information disclosure work, and also provides opportunities. Chinese government departments should take the initiative to act, comply with the development requirements of the times, increase the university information disclosure efforts, and strive to promote the construction of modern university system with Chinese characteristics. China’s university should take full use of the dissemination advantages of the new media, and make efforts to make innovations of the work mode combined with its own characteristics, deeply promote the information disclosure work, and give play to the information service function. The

university teachers and students and the social public should actively participate in, supervise the university to do information disclosure work well, improve the transparency of the university work, and accelerate the process of the university democratic management.

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