# Research on the Cultivation of Digital Literacy Among Students in Application-oriented Private Universities

**Yuzhuo Chen**

Liaoning University of International Business and Economics School of Marxism, Dalian, Liaoning, 116052

**Abstract:** *Digital literacy is a direct reflection of the ability of contemporary college students to adapt to the information society, mainly in terms of digital survival ability, digital security ability , digital innovation and practical ability, etc. Applied private colleges and universities should focus on the organic integration of college students' digital information technology capabilities and digital literacy cultivation, and then effectively implement the important task of cultivating morality and cultivating people, and cultivate all-round socialist builders and successors for the new era.*

**Keywords:** Application-Oriented Private Universities; Digital Literacy Cultivation.

## 1. INTRODUCTION

According to the latest "Statistical Report on the Development of China's Internet" released in August 2024 , as of June 2024, among the 7.42 million new Internet users in China, young people accounted for 49.0% of the new Internet users. It can be seen that the penetration rate of young people's "access to the Internet" is increasing, especially the Internet penetration rate of college students is generally showing a general trend. However, at present, the digital education of college students in some private universities only stays at the stage of basic operating skills. There are certain shortcomings in how to help students deeply understand digital application technology and actively promote the organic combination of their professional knowledge and digital literacy. In particular, with the increasing demand for information technology talents in all walks of life, the organic integration of digital literacy and professional knowledge and skills education, and the penetration into students' value education, is the fundamental task of private universities to implement the education of moral education and give full play to the main position of application-oriented talents training, which is in line with the new stage of China's development. Professional talents.

## 2. ANALYSIS OF THE CONNOTATION OF DIGITAL LITERACY AMONG COLLEGE STUDENTS

According to the "Action Outline for Improving National Digital Literacy and Skills 2022-2035" issued by the Central Cyberspace Security and Informatization Commission, digital literacy is a collection of qualities and abilities such as digital acquisition, production, use, evaluation, interaction, sharing, innovation, security, ethics, etc. that citizens of the digital society should have in their study, work and life. For students in applied private colleges and universities, "digital literacy aims to emphasize their ability to learn and live in a digital environment. This requires not only the ability to use computers and the Internet, but also good information extraction and judgment capabilities, the ability to make behavioral decisions based on correct values, and to solve problems encountered in online learning and life with corresponding knowledge and skills." Specifically, digital literacy should include the following aspects.

First of all, digital survival ability, that is, the ability to skillfully use apps for study and life operations , and browse, retrieve, and query relevant information according to actual needs , so as to provide reliable and accurate Internet information for work and life and make reliable judgments, so as to screen out information that meets the needs of study and life, and then make correct behavioral decisions based on this.

Secondly, digital security capabilities , that is, the ability to effectively protect personal data and privacy in the face of complex and chaotic network information, the ability to identify and protect against illegal activities such as online rumors, telecommunications fraud, and information theft , as well as the ability to control and prevent addiction to games and short videos . Thirdly, digital innovation capabilities, that is, the ability to produce and create information to a certain extent, such as writing data programs according to professional needs and hobbies,

publishing or providing some videos, pictures or text materials, etc.

In addition, college students in the new era should have certain ethical values regarding cyber law, be able to abide by relevant national laws and regulations in their online behavior, and be able to understand the social and legal responsibilities they need to bear for publishing and sharing information on the Internet.

# 3. CURRENT STATUS AND PROBLEMS OF DIGITAL LITERACY EDUCATION IN APPLIED PRIVATE UNIVERSITIES

Education is based on the mutual complementation of teaching. At present, my country's applied private colleges and universities have achieved certain results in cultivating students' digital literacy, but there are also some problems that need to be solved urgently.

**3.1 Current status of digital literacy education in applied private universities**

With the rapid development of information networking in my country, the development of various industries has entered a new stage of networking, digitization and intelligence, and the number of digital network talents required is increasing. As an important base for the cultivation of applied talents, applied private colleges and universities should cultivate talents who understand and are familiar with digital application technologies in various industries while cultivating professional and technical talents to adapt to the new trend of economic and social development. Based on this, various applied private colleges and universities have created a new model of network digital teaching. From student training goals and career planning to curriculum design and teaching mode, and then to course content and practical teaching, on the one hand, they have increased the investment and construction of digital education, and on the other hand, they have also adopted rational reforms from the perspective of professional settings and subject backgrounds, so that students not only have excellent professional and technical knowledge, but also can quickly integrate into the development process of digital networks in various industries and contribute their wisdom and strength to their development. In short, applied private colleges and universities have carried out beneficial exploration and practice in the digital literacy education of college students, which has very important practical value for applied private colleges and universities to carry out talent training in a digital atmosphere and promote the all-round development of college students.

**3.2 Problems and challenges in digital literacy education in applied private universities**

3.2.1 Teaching focuses on form, but neglects quality cultivation

As applied private colleges and universities continue to improve their understanding of digital application technology, they have placed network digital application technology in a very important position in the design of student career planning and training goals. They have also made great efforts in curriculum setting, teaching content and teacher allocation, and opened a series of computer network courses for students, effectively helping students improve their network digital application skills. However, the cultivation of digital literacy has become formalistic. It is supplemented by application technology teaching at the same time, and is not taught as an important content. It cannot effectively promote students to carry out network information activities, which is not conducive to improving students' digital literacy. For example, in teaching practice, some courses only use digital programs for subject assignments and tests, which cannot be effectively combined with course ideological and political education, and cannot help students improve their overall understanding of digital literacy. They are only limited to the application level.

3.2.2 Teachers' quality needs to be improved

As an important part of higher education, applied private colleges and universities in my country have teachers with solid professional knowledge and strong professional skills. At the same time, due to long-term separation from front-line practice, they cannot grasp the development trends and new technologies in the field of information technology in a timely and accurate manner, which makes them slightly insufficient in the teaching process and difficult to adapt to the rapidly developing new digital network industry. In teaching, there are backward digital technology and slow concept updates. It is impossible to ensure that the latest development concepts and technologies in the industry are transformed and fully demonstrated in teaching, which makes it difficult to stimulate students' interest in learning and meet their actual needs. Course ideological and political education and humanistic literacy lack effective penetration, and fail to solve the hidden problems of students. In addition, due to

insufficient student participation in teaching, passive participation in teaching activities, and inability to actively and effectively interact with students in terms of interests and abilities, students' digital literacy cultivation is insufficient and lacks effectiveness.

3.2.3 The hardware and software environment needs to be improved

The digital literacy of college students in applied private universities is closely related to the network environment in which they live. Especially in the era of rapid development of digital information technology, network literacy education in private universities has just started, and related software and hardware supporting facilities need to be further developed. In the context of "artificial intelligence +", many private universities lack experience in network environment supervision and fail to predict the risks of network public opinion in advance. For public opinion issues of college students, they often adopt post-intervention and other methods, and cannot timely discover and stop the adverse effects of various negative information on college students.

In addition, some private universities have failed to seize the high ground of online public opinion. The publicity channels and influence of new media platforms are insufficient, and they cannot effectively guide college students in the online environment, causing private university students to lose themselves in the virtual world of complex information. In view of this situation, private universities currently urgently need to strengthen network supervision, timely discover student information sources and channels, and actively build a network publicity and guidance mechanism, so as to provide better supervision and protection for college students on the Internet.

In addition, society, family and school lack an effective co-construction mechanism, making it impossible to effectively supervise college students' online activities, and it is difficult to jointly carry out effective digital literacy education for students, which makes society, family and school decoupled from students' digital activities, which is not conducive to the healthy physical and mental development of college students.

# 4. OPTIMIZING PATHS FOR CULTIVATING DIGITAL LITERACY AMONG STUDENTS IN APPLICATION- ORIENTED PRIVATE UNIVERSITIES

## 4.1 Creating a digital education context

The main task of cultivating digital literacy of college students is to help college students improve their understanding of the digital development trend of their professional fields, timely learn and master relatively complete digital information processing technology capabilities, have correct network digital ideological and moral concepts and legal awareness, be able to effectively eliminate the interference of bad information, and effectively collect, process and use information in professional situations , and have certain digital innovation and practical capabilities . To this end, teachers should create an effective teaching environment for students in the process of teaching practice, especially in application-oriented private colleges and universities, and should create online learning spaces for students and develop a special diversified teaching resource sharing platform to help students grow healthily in a good digital environment, form correct network values and behavioral decision-making power, reduce their dependence on the Internet, and enhance their ability to distinguish bad information on the Internet. In addition, teachers further optimize the teaching environment in teaching, use cyberspace to connect classes and after-class, fully cultivate college students' digital application technology, stimulate their learning initiative, and enable the cultivation of new capabilities such as digital new media operations for college students.

## 4.2 Optimizing the environment for cultivating digital literacy

Rationally allocate teaching staff. Application-oriented private colleges and universities should actively organize front-line teachers to carry out in-depth school-enterprise cooperation, help teachers understand the latest developments and trends in the industry, update digital application technologies in a timely manner, and effectively cultivate a digital teaching atmosphere.

Carry out digital teaching project system. Through carrying out new media operation and other projects, help students to have a deep understanding of industry dynamics, and guide students to establish correct network values in the operation process, and resolutely resist the erosion of bad network information, so as to effectively stimulate students' interest in learning.

Establish a joint cultivation mechanism for the whole society, home and school, to help college students cultivate digital literacy in the long term under the care of the whole society. First, the society should further improve relevant laws and regulations, further strengthen the supervision of network platforms, and effectively reduce the influence of negative network information on college students; second, schools should further strengthen the supervision of the sources and channels of network information for college students, timely discover and solve students' hidden problems, and effectively carry out network public opinion education for students; third, the family is the first school for students' education, and parents should always pay attention to the situation of college students in school, and effectively intervene in students' network behavior in time to prevent college students from indulging in the online world and delaying their studies.

In short, the cultivation of college students' digital literacy runs through the entire teaching practice of applied private universities , and the cultivation of students' digital literacy is regarded as an important part of the education and teaching work of private universities . It deepens the work of education policy, planning implementation, software and hardware equipment and talent allocation, and helps cultivate socialist builders and successors with all-round development of morality, intelligence, physique, aesthetics and labor in the new era.

## REFERENCES

[1] Yi Chenting . The contemporary significance and practical path of artificial intelligence empowering talent training in universities [J]. Heilongjiang Education (Higher Education Research and Evaluation) 2024 (12) .
[2] Li Yujia, Wang Fei, Huang Xiaoyan . Exploration of a long-term mechanism for deep integration of industry and education in applied universities[J]. Journal of Chengdu Institute of Technology, 2021 (3).
[3] Dong Wenmin . On the innovation of technical student management in the era of self-media [J]. Vocational Technology, 2014(10) .