

Research on Information Literacy of College Students from the Perspective of Cultivating Innovation and Entrepreneurship Abilities

Ping An Gao

School Changsha Normal University, Changsha 410100, China.

Abstract: In the context of educational modernization, the cultivation of innovation and entrepreneurship has become a key direction of higher education. As an essential quality for the innovation and entrepreneurship ability of college students, information literacy is often overlooked in the process of carrying out innovation and entrepreneurship education, leading to insufficient practical effects of overall innovation and entrepreneurship education. In the new era of higher education, in order to cultivate innovation and entrepreneurship abilities, it is necessary to organically integrate information literacy into the teaching of innovation and entrepreneurship ability cultivation, improve the overall quality of innovation and entrepreneurship education, and continuously improve the level of innovation and entrepreneurship education. Therefore, this article systematically studies the information literacy of college students from the perspective of cultivating innovation and entrepreneurship abilities, explores effective strategies to improve their information literacy in the innovation and entrepreneurship education environment, and implements the fundamental educational task of cultivating morality and talent.

Keywords: Innovation and entrepreneurship ability; College students; Information literacy; Effective strategy

Since the implementation of the innovation driven development strategy, China's science and technology have achieved vigorous development. In the context of digitalization and informatization, college student entrepreneurship has become the mainstream of the times, and innovation and entrepreneurship, together with socio-economic development, have empowered China's modernization development. Information literacy, as an essential quality in the innovation and entrepreneurship ability of college students, is closely related to their daily learning and teaching. However, information literacy is easily overlooked in cultivating the innovation and entrepreneurship abilities of college students, which affects their level of innovation and entrepreneurship abilities. Based on this, in the process of cultivating the innovation and entrepreneurship abilities of college students, it is necessary to pay more attention to information literacy, so as to further improve and enhance their innovation and entrepreneurship abilities.

1. The Basic Meaning of Information Literacy of College Students from the Perspective of Cultivating Innovation and Entrepreneurship Abilities

Information literacy was first proposed by Paul Zurkowski, the chairman of the Information Industry Association in the United States, in the early 1970s, and was elaborated on as the ability to solve problems by searching for the necessary content in a large amount of information. With the advent of the information and internet era, information literacy is increasingly valued by people. To cultivate the information literacy of college students, it is required that they actively learn and collect information from the internet environment and physical data. Through screening and elimination, they can capture the necessary information and then apply it to solve practical problems. From the perspective of cultivating innovation and entrepreneurship abilities, cultivating the information literacy of college students is of great benefit to improving their innovation and entrepreneurship abilities, enhancing their ability to effectively obtain necessary information from complex information materials, enhancing their ability to identify and search for information, and continuously improving their self-learning ability.

2. The Shortcomings of Cultivating Information Literacy of College Students from the Perspective of Innovation and Entrepreneurship Ability

Faced with the severe employment situation and environment, many college students are facing the problem of unemployment upon graduation. In the context of the comprehensive promotion of innovation and entrepreneurship by the country, innovation and entrepreneur-

ship education has become a compulsory course for college students. As one of the important factors in cultivating innovation and entrepreneurship abilities, information literacy still has some shortcomings in college education, which affects the overall ability of college students to innovate and start businesses.

2.1 Unclear concept of information literacy

Information literacy is a concrete manifestation of comprehensive ability, not only reflected in innovation and entrepreneurship ability, but also in the daily learning and life of college students. However, many college students are not clear about the concept of information literacy, and only a small number of college students understand the concept of information literacy, and they only stay at the initial cognitive stage, summarizing information literacy as the process of obtaining information, lacking a deeper understanding.

2.2 Lack of interest in innovation and entrepreneurship

Although innovation and entrepreneurship education has been widely popularized in higher education, college students generally lack interest in innovation and entrepreneurship. Most college students still focus on postgraduate entrance exams, civil service exams, and employment. There are very few college students with entrepreneurial intentions, and they do not pay much attention to the importance of innovation and entrepreneurship. They do not have enough understanding of the forms of innovation and entrepreneurship. So, it is even more difficult to leverage the role of information literacy in innovation and entrepreneurship capabilities.

2.3 Low emphasis on information literacy in innovation and entrepreneurship training

For most universities, carrying out innovation and entrepreneurship training is just a formality and has not been truly implemented in practice. Many college students are unable to develop an interest in innovation and entrepreneurship, believing that the threshold for innovation and entrepreneurship is high and that they need to have a certain level of intelligence. In the cultivation of innovation and entrepreneurship, only basic theoretical knowledge is generally explained, and typical cases of innovation and entrepreneurship are introduced. There is a lack of in-depth cultivation of innovation and entrepreneurship abilities, and the emphasis on information literacy is not high.

3. Research on Strategies for Cultivating Information Literacy of College Students from the Perspective of Cultivating Innovation and Entrepreneurship Abilities

To cultivate the information literacy of college students, it is necessary to face the cultivation of their innovation and entrepreneurship abilities, increase the importance of innovation and entrepreneurship education, effectively implement the requirements of innovation and entrepreneurship education, and integrate information literacy into various stages of innovation and entrepreneurship ability cultivation.

3.1 Schools should attach importance to the cultivation of information literacy in the cultivation of innovation and entrepreneurship abilities

As the main body of innovation and entrepreneurship education, universities should pay more attention to the cultivation of innovation and entrepreneurship abilities in the current employment environment for college students, and realize the important role of information literacy in innovation and entrepreneurship abilities. By improving the infrastructure for cultivating the information literacy of college students, enhancing the level of information technology development in university libraries, innovating teaching models and concepts, effectively carrying out innovation and entrepreneurship courses, and cultivating the information literacy of college students. In order to improve the information literacy ability of college students in innovation and entrepreneurship, universities should leverage their overall resource advantages, provide professional skills training for innovation and entrepreneurship teachers, and improve the level of professional teachers. At the same time, the important role of libraries should be played. University libraries are an important way for college students to obtain information. Therefore, improving the informationization construction of libraries can effectively enhance the information literacy of college students. In addition, it is necessary to increase the construction of network resources and improve the updating of teaching systems.

3.2 Utilize the Information Literacy Ability of Innovation and Entrepreneurship Teachers

As the main body of knowledge transmission, teachers need to play a role in preaching, imparting knowledge, and resolving doubts. Their personal qualities can have a profound impact on college students. Therefore, in order to cultivate the information literacy of college students, university teachers must have sufficient information literacy abilities, integrate information literacy into daily teaching, and improve the understanding and application of information literacy among college students. Through interactive teaching, enhance students' autonomy in learning, fully utilize information technology tools such as computers and the Internet in teaching, cultivate students' ability to search for information, and cultivate good information literacy.

3.3 The Practicality of Information Literacy in Improving the Innovation and Entrepreneurship Ability of College Students

The most important way to cultivate the information literacy of college students is to enable them to master the basic concepts of information literacy and apply it to innovation and entrepreneurship practices, thus realizing the practical value of information literacy. Firstly, university teachers should combine theoretical knowledge of information literacy with practical applications in classroom teaching. While teaching theories, they should also demonstrate operations for college students and allow them to practice with the teacher's actions. For example, in video editing teaching, a complete video requires a lot of materials. Teachers can guide students to find the motivation for materials, provide them with some free material platforms, and cultivate the information literacy of college students in practice, truly mastering the essential qualities of information literacy.

Conclusion

In summary, as an important component of innovation and entrepreneurship ability, the cultivation of information literacy should be valued by universities and teachers. In innovation and entrepreneurship education, information literacy should be organically integrated to continuously improve the innovation and entrepreneurship ability of college students.

References

- [1] Chen Huixin. Analysis of the Impact of Information Literacy on the Innovation and Entrepreneurship Ability of College Students [J]. Knowledge Economy, 2022599 (5): 169-171.
- [2] Zhang Fuxin. Research on Embedding Information Literacy Education into Innovation and Entrepreneurship Teaching for College Students in University Libraries [J]. Journal of Library Science, 2022 (2): 37-42.
- [3] Wu Lijuan, Wu Li. Research on the Information Literacy Education Model for College Students Based on the Cultivation of Innovation and Entrepreneurship Ability [J] Inner Mongolia Science and Technology and Economy, 2021 (12): 34-35.