

The Dissemination Research on “Paperless Learning” from the Perspective of Meme Theory

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Keywords: Dissemination research, paperless learning, the Perspective of Meme Theory

Abstract: The continuous development of Internet technology has brought a new connotation of the times to meme theory. Now, with meme theory as the main theoretical framework, we try to study the spread of the popular "paperless learning" memes. Technological development, the psychological characteristics of young netizens and the digitalization strategy of national education have jointly promoted the widespread spread of the "paperless learning" meme. However, its popularity has also brought blind follow-up, aggravated dependence on electronic products and negative effects that are not conducive to physical and mental development. "Paperless learning" is both an opportunity and a challenge. It needs to be examined in order to explore the right path in depth to improve the learning experience.

1. Forward

With the rapid development of the information age, the speed of knowledge update has accelerated, and the traditional learning model is difficult to meet people's learning needs, so paperless learning has gradually become a trend. Paperless learning relies on computer networks and uses electronic devices to replace traditional paper writing and paper textbooks. Paperless is not only reflected in the office, but also slowly penetrates into the learning and life of learners. Therefore, we must actively explore the right path to help learners improve their learning experience. Against this background, it is of great significance to study paperless learning in depth.

2. The background of the popular "paperless learning" meme

Today, with the rapid development of science and technology, colleges and universities have gradually entered the digital era, and paper documents have been gradually replaced by electronic documents^[1].

Paperless learning refers to the way of learning activities away from paper materials and using electronic devices such as tablets, e-readers or computers^[2]. This method covers a variety of learning activities such as watching online classes, taking notes, checking information, completing online homework and exams. With the acceleration of informatization, paperless learning has gradually become a new trend in the field of education, especially among college students and people preparing for the exam. Dawkins believes that memes are a basic unit of cultural communication or cultural imitation, which is transferred from one brain to another through the process of imitation, and thus

reproduce in the meme library^[3]. Obviously, "paperless learning" also belongs to such a meme of conveying culture to a certain extent.

The "paperless learning" meme has been imitated and used by netizens one after another and produced innovative ways of use. This article will take Richard Dawkins' meme theory as the main theoretical framework, analyze the spread of "paperless learning" memes.

3. Research status and theoretical overview

3.1 Current situation of paperless learning research

With the rapid development of information technology, the future society will be more digital and intelligent. Paperless learning can help students adapt to the digital environment in advance and cultivate their survival and competitiveness in the digital age. Therefore, paperless learning is not only a new learning model, but also an innovative practice for cultivating digital talents.

The spread of paperless learning is currently on the rise, and it is also facing great challenges. At present, the relevant exploration and research on paperless learning have begun to bear fruit. The current situation of paperless learning for learners, the way, feasibility and significance of paperless learning have been studied, and the basic outline of paperless learning has been preliminarily drawn. However, it must be seen that the spread of paperless learning still has room for improvement in terms of the depth and accuracy of research and the relevant preliminary research still lacks a certain theoretical foundation.

3.2 Theoretical Overview

3.2.1 Memes and paperless learning memes

In 1976, Oxford University scholar Dawkins pioneered the cultural unit "meme" in *The Selfish Gene*, imitating the biological "gene". The word comes from the Greek word "mimema", which means "imitated object". Dawkins simplified it to "meme" to echo "gene".

Dawkins defines memes as a unit of dissemination of cultural information. Memes spread among people through imitation. This process of diffusion is the process of dissemination, so memes are the basic unit of cultural communication.

Paperless learning memes can be understood as a paperless learning concept, behavior mode or cultural phenomenon disseminated and disseminated in the field of education. Based on modern information technology, relying on electronic devices and network platforms, it replaces traditional paper learning materials and realizes the dissemination of paperless learning mode through the imitation process. The spread of this meme has promoted the popularization and application of paperless learning in different educational scenarios.

3.2.2 Copying and imitation mechanism of paperless learning memes

The reproduction of memes depends on the imitation process, thus realizing the transmission from one brain to another. When information is integrated into universally accepted views, the possibility of its copying increases significantly; and once such information is widely recognized, it is more likely to trigger imitation behavior. The promotion of paperless learning is due to the progress of modern information technology and network platforms, which is in line with the direction of social development.

The development of modern information technology and network platforms is the driving force of paperless learning communication, which is consistent with the trend of social development. Therefore, the importance of modern information technology and network platforms in the current

society provides a survival environment for memes to survive, replicate and imitate.

4. The reason for the popularity of "paperless learning" memes

The reason why the "paperless learning" meme can be popular on the Internet for a while is influenced by many factors. They are the ideal communication medium, the fit of the psychological characteristics of the younger generation and the promotion of the national education digital strategy, etc.

4.1 The development of technology provides an ideal communication medium for the dissemination of "paperless learning" memes

4.1.1 The popularity of intelligent mobile terminals has brought more freedom to the dissemination of memes

According to the 54th Statistical Report on the Development of the Internet in China, as of June 2024, there were nearly 1.1 billion (1.0.996.7 billion people) of Chinese netizens, an increase of 7.42 million compared with December 2023, and the Internet penetration rate reached 78.0% ^[4]. Due to the portability of mobile phones and other mobile products such as tablets, people can carry out paperless learning in any scenario. This brings more freedom to the spread of "paperless learning" memes.

4.1.2 The update and upgrade of learning software provides a more convenient carrier for the dissemination of "paperless learning" memes

At present, learning software has been updated and upgraded to varying degrees. The strength of new learning software is that they cover a wide range of disciplines, can provide rich learning resources and tools, and also provide personalized learning experience. For example, Free Notes is a domestic note-taking application, which provides a variety of functions. In free notes, users can classify notes into different folders according to projects, courses or topics. Free Notes also allows users to annotate, mark and highlight directly on PDF files. In addition, Free Notes also has a split-screen function, and even a new recording function has been added in the latest version. Users can also customize templates according to their personal styles and synchronize note data. It can be said that free notes can meet the various record needs of users in learning, work and life. In today's network environment, there are all kinds of learning software, which can meet the personalized learning needs of learners of different ages.

4.2 The "paperless learning" meme fits the group psychological characteristics of the younger generation of netizens

4.2.1 The "paperless learning" meme caters to the diversified needs of the new generation of netizens for electronic products

Young people's demand for electronic products is very diverse, covering smartphones, tablets, laptops, smart home devices, smart wearable devices and other types of products. These products not only meet their daily communication, entertainment and learning needs, but also improve their quality of life through intelligent technology ^[5]. The spread and popularity of "paperless learning" just meet the needs of the new generation of netizens for electronic products. The spread and popularity of the "paperless learning" meme has driven the update of mobile devices: electronic devices such as tablets are no longer just entertainment facilities, but learning tools. Young people can use electronic devices to play games, music or read to relax after learning, which has optimized the

use of electronic products.

4.3 Promotion of the national education digitalization strategy

With the rapid development of science and technology, especially the wide application of the Internet, big data, artificial intelligence and other technologies, the field of education has ushered in unprecedented opportunities for change. In order to adapt to this trend, the national education digitalization strategy was born. In order to deeply promote the digitalization of national education strategic action, the platform resources have been continuously expanded. It has gathered 88,000 primary and secondary school resources, more than 10,000 online boutique courses for vocational education, and 27,000 high-quality courses for higher education ^[6].

Such a measure has further promoted the dissemination and popularity of the "paperless learning" model. Contemporary young people and exam preparers can directly obtain rich learning resources on the platform. At the same time, due to the characteristics of network resources themselves, the learning of the new generation of netizens has become more free. Therefore, the promotion of the national education digitalization strategy provides a good opportunity for the dissemination and popularity of the "paperless learning" meme.

5. The meme dissemination path of paperless learning

Based on the meme theory, the rise and popularization of paperless learning is precisely because it meets the learning needs of the new generation of netizens in the digital era. Through the processing, integration and sharing of short videos, tweets and other contents, paperless learning provides a feasible solution for different learners. Specifically, this kind of meme dissemination is mainly achieved through three main paths.

5.1 Internet memes

Network memes refer to cultural information units that are widely popular in the Internet environment through imitation, copying and dissemination. It can be a piece of text, pictures, videos, music or any form of online content, with the characteristics of rapid dissemination, wide influence and cultural adaptability. Network memes emphasize the spread through the Internet. Its transmission mechanism is similar to the replication and mutation of biological genes, and it spreads rapidly through social media, online platforms and other channels. For example, the term "paperless learning" appears frequently, from short-term memory to long-term memory, and finally spread widely. As a form of dissemination of cultural information, online memes not only have an important influence on social media and cultural entertainment, but also play an important role in education. The dissemination and application value of paperless learning memes provides a new perspective for understanding the laws of network communication, and also reflects the evolution of social psychology and educational models.

5.2 Learning Memes

Learning memes refer to learning concepts, behavioral patterns or cultural phenomena that are widely popular through imitation, dissemination and replication in the process of education and learning. Learning memes can be specific teaching methods, learning strategies, educational concepts, and even the dissemination of a certain learning culture. "Paperless learning" has been widely imitated and disseminated in the student group, forming a learning meme. At the same time, the convenience of paperless learning has attracted a large number of students and teachers. When a

student or teacher achieves certain results through paperless learning, their experience will spread rapidly through social media, campus networks and other channels. This way of learning is not only consistent with the development trend of modern science and technology, but also meets the needs of contemporary students for efficient learning, thus stimulating a wide range of emotional resonance and recognition.

5.3 Consumption memes

Consumer meme refers to a consumption concept, behavior or cultural phenomenon that is widely popular in consumer culture through imitation, dissemination and reproduction. It is similar to the spread of biological genes, which can spread among consumers through social interaction, advertising and marketing, social media and other channels, and affect consumers' purchasing decisions and behavior patterns. And social media is an important channel for consumer meme dissemination. For example, the phenomenon of "paperless learning" that has been popular in recent years has quickly become a consumer hotspot through the spread of social media, driving the sales of relevant note-taking software and electronic devices. For example, some brands of note-taking software use online platforms to advertise, promote products by sponsoring educational bloggers, posting tweets and short videos, and attracting consumers by showing the experience gained after using the product. At the same time, consumer memes can influence consumers' purchasing decisions through psychological factors such as emotional value, social identity and sense of belonging. For example, when college students see that paperless learning is widely imitated, they often imitate it out of crowd psychology.

With the continuous expansion of the consumer market, consumer memes will continue to play an important role in the field of paperless learning.

6. Conclusion

In today's continuous development of Internet technology, electronic products are irreplaceable in our lives, and how to use electronic devices scientifically and reasonably is the topic of the times we need to face and consider. The rapid development of society has also given meme theory a new connotation of the times. The spread and popularity of "paperless learning" memes has become an inevitable trend in today's network ecology.

Everything has two sides. On the one hand, "paperless learning" reflects people's proactive response to the changes of the times. At the same time, people have also gained a learning experience with rich resources, novel forms, convenient use and good effects through the active exploration of "paperless learning". On the other hand, the new generation of netizens should also pay attention to the negative impact of "paperless learning". While using electronic products to study and prepare for exams, they should also pay attention not to be held hostage by the fragmented information disturbed by the Internet. At the same time, people should also pay attention to improving their self-control and reducing dependence on electronic products; always pay attention to their physical condition and take care of their eyesight while studying and preparing for the exam.

The dissemination and popularity of "paperless learning" is both an opportunity and a challenge. How to actively seize opportunities and find the right path of "paperless learning", so as to improve ourselves and get a better learning experience, requires us to explore and study in depth.

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