

New Practice of Network Ideology Education Based on KOL Model

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Abstract: *With the in-depth development of social media, various "online celebrity" and Internet KOL (Key opinion leaders) are constantly emerging, which not only changes the individual expression mode and the social relationship building mode of the group, but also causes the educational revolution including network ideological education. This study draws lessons from the network KOL mode, abandons the traditional ideological education mode such as talking and talking, and integrates ideological education in higher vocational colleges with the Internet and information technology, so as to enhance the sense of the times and appeal of ideological education, meet the needs and expectations of students' growth and development, and improve the quality and educational effect of ideological education.*

Keywords: *KOL, Network ideological education, New media*

1. Introduction

The National Conference on Ideological Work in Higher Vocational Colleges emphasized that higher vocational education should enhance the affinity and pertinence of ideological education, and use new media and technology to make the work alive. In the face of countless information, people's thoughts become more complex and diverse [1]. However, while pluralistic thoughts are the driving force of social development, they will inevitably have negative and even negative effects. The main task of higher vocational colleges is to train outstanding talents for building socialism with Chinese characteristics, so they must shoulder the great responsibility of guiding college students to use the network correctly.

With the continuous progress of the whole society, the spurt development of network information technology and the continuous improvement of people's cognitive level, the concept, environment and object of network ideological education have undergone profound changes [2]. Under this information background, whether college students' network behavior is decent, whether their values can be formed healthily, what opportunities the network brings to college students' ideological education, and how higher vocational colleges respond to the challenge of network ideological education under the new situation, these series of problems inevitably become the research focus of ideological education.

2. Problems and causes of ideological education on the internet at present

2.1 Problems in ideological education on the internet

2.1.1 Lack of cohesion consciousness of keeping pace with the times

At present, the network ideological education generally has the problem of copying the traditional ideological education. However, the network ideological education is not simply to move the traditional ideological education content to the network, but to innovate and develop the content and form of the traditional ideological education constantly by combining the characteristics of the times and the changing characteristics of students, and taking advantage of the characteristics of fast updating and convenience of the network. Some higher vocational colleges simplify and formalize the problems, and transfer the content of traditional ideological education to the network stiffly, without considering the acceptability of the audience-students.

2.1.2 Some college students are addicted to the Internet

Contemporary college students, influenced by multicultural values, pursue the realization of self-

worth and personal ideals. They are eager to be understood and recognized by others and hope to integrate into society as soon as possible. According to the research, "the analysis of post-90s college students' network behavior", the data shows that 95% of college students use the network every day, and the average online time is about 2 hours, and 62% of them say that "their life cannot be separated from the network". According to the students' life, study and entertainment, it is found that some college students have a strong dependence on the Internet, while a few students are too obsessed with online games [3].

2.1.3 The construction of professional education team needs to be strengthened urgently

Establishing a network ideological education team is not only an important method of ideological education, but also a team guarantee and bridge for practicing the operation method of network ideology. Nowadays, the basic work of ideological and political education in colleges and universities is that the post-80s and post-90s are close and familiar with online education. However, they lack systematic and professional information technology background, and are not professional enough for the new media technology needed to carry out network ideological and political education. Therefore, as discussed in this article about ideological education methods, the establishment of professional ideological education team should have multiple abilities and face the urgency.

2.2 The causes of ideological education on the internet

2.2.1 Some negative network information dissemination affects the establishment of the correct "three views" of college students

Some vulgar cultures, yellow cultures and black cultures are parasitic on the network and pollute college students' thoughts. College students lack social experience, have weak ability to distinguish right from wrong, are soft-hearted and impulsive, so they are easily bewitched by some sinister forces and become the main force among them. Bad information will inevitably have a bad influence on students' thoughts with weak self-control, and make college students become victims of network garbage, resulting in low moral standards, and even go astray and become criminals.

2.2.2 The network weakens the legal morality of college students

The openness and freedom of the network, the concealment of netizens' identity and behavior, and the complexity and uncontrollability of network information have seriously impacted college students' moral and legal concepts, and the ethical and moral construction of college students' network ideological education is facing severe challenges, which are manifested in the imbalance of network moral concepts and weak network legal concepts [5]. In the network, the communication between people gradually becomes "human-computer interaction", which easily makes college students indulge in the illusory world and ignore the real emotional needs, resulting in the lack of moral indifference and moral responsibility.

3. Research on innovative mode of network ideology education in higher vocational colleges

3.1 Broadly spread channels and build an all-media neural network for network ideological education

In view of the characteristics of contemporary college students' network survival and fragmented thinking, in order to set up a new mode of network ideological education, it is necessary to broaden the media channels and build a campus network service system covering the whole process of students' growth on the basis of continuing to make good use of offline education carriers.

First, to serve the growth of students, and to build an all-round campus network. Secondly, aiming at leading students' thoughts, we should seize the diversified new media positions. In view of the fact that almost 100% of contemporary college students use the new media, the network ideological education must make a sound in the new media in order to keep its vitality and achieve practical results. Guide students to recognize the overall situation, maintain rationality, understand and support the central government's decision-making arrangements, and effectively ensure the stability and controllability of campus public opinion in major sensitive periods [6-7].

3.2 Establish a KOL team with full coverage, multi-angle and fighting ability

Select a group of teachers "honker" from political workers, academic groups, ideological and political theory teachers, professional teachers and network technicians, and select students "honker" from student

cadres, party members and other student leaders. Full coverage, learn from each other's strengths, and highlight comprehensive advantages. Education guides this group to face directly and correctly public opinion, carry forward the main theme and strive for the right to speak on the Internet.

Give full play to the characteristics and advantages of higher vocational colleges, build a professional and expert KOL (Key opinion leaders) team, and maximize the validity to enhance the network ideological and political discourse power. Build an expert team composed of ideological and political teachers, star teachers, relevant leaders, counselors and campus official media. Cultivate professional new media KOL, aiming at the normal online life of college students seeking knowledge and answers online, train competent and authoritative professionals to enter the network, and bring education and teaching to the network.

3.3 Actively guide the existing university student network KOL

The premise of guidance is understanding and accurate positioning. In the previous research, we have fully understood and understood the KOL of college students' network. Through social network analysis, we can accurately measure the structural model of college students' network groups and the centrality, rights and influence of each member. Accurately find and lock this group, strengthen their individual work, guide them to establish correct life values, and actively participate in the collective construction. When conditions are ripe, it is necessary to explore them from the network to reality and guide them to play an active role.

We should pay full attention to each stage of college students' network KOL in the psychological process of college students' network communication and communication. Among them, the cognitive stage is particularly important, because all motives and behaviors are based on cognition. In today's complicated network environment, it is difficult to distinguish whether a lot of information is true or false. Although the existing network KOL for college students has rich knowledge in their respective fields, it still has limitations in understanding. Therefore, we should help these college students identify the true and false information in the network environment, and influence the cognition of other members of the group by influencing their cognitive results.

3.4 Set rich and diverse topics of common interest

Network ideological education is generally carried out through continuous discussion of topics in the network virtual space, while the information received by higher vocational college students in the network world is diversified, and diversified thinking and interests are gradually formed. We can share their daily life problems with college students on the network platform, and make ideological education take root by solving practical problems in life. Through rich and diverse topic sharing and discussion, it is beneficial to approach students and get close to them, and finally realize the recognition and acceptance of positive value among students, thus effectively improving the effectiveness of network ideological education.

4. Implementation effect and improvement measures of KOL network ideological education model

4.1 Implementation effect of KOL network ideological education model

College students have a strong thirst for knowledge and curiosity, and the information in social networks is not only novel in content and wide in coverage, but also more diversified in color than the mainstream media. On it, college students are more likely to see some non-mainstream views, which just caters to their psychological needs. As an extension of human organs, new media has expanded the subject of model education for college students. The vigorous development of network has broken the time and space limitation of traditional model education [8]. KOL plays a role in ideological, moral and political education when guiding its followers correctly and actively through fragmented and flat information, fresh and infectious language, openness and sharing.

There are three key nodes to realize the pertinence, effectiveness, attraction and infectivity of ideological education under the network environment: education subject, education content and student object. Under the new media environment, the intervention of higher vocational colleges on teaching staff is less and the effect is not obvious. The effect of "group polarization" caused by individuals publishing information in the new media platform is not conducive to network ideological and political work. The maneuverability of new media information makes false information and illegal information

flood. Because of their curiosity and rebellious psychology at special age, college students are easily attracted by some non-mainstream information, but turn a blind eye to mainstream information. This may greatly disturb their thoughts, and make them difficult to distinguish between authenticity and disorientation in massive and diverse information.

4.2 Measures for improvement

4.2.1 Improve the system and strengthen the management of the network KOL team

Higher vocational colleges should implement dynamic management of the network KOL team and issue corresponding management norms. First of all, higher vocational colleges should formulate a practical code of conduct for network KOL according to their own reality, formulate specific management measures for network KOL, and clarify the rights, obligations and disciplines of network KOL. Secondly, higher vocational colleges should implement the real-name system management of KOL, and put it on record in the school propaganda department, network center and other departments, so as to strengthen the monitoring of campus network public opinion. Try to eliminate the negative effects at the initial stage and minimize the adverse effects.

4.2.2 Adhere to that leading position of Marxist ideology in the network society

Under the network environment, no matter how the capitalist ideology penetrates and erodes, we must persist in analyzing, studying and grasping new situations, new features and new problems with Marxist theory and basic methods. We should adhere to the democracy under Marx's ideology-people's democracy, rather than the so-called "democracy" of capitalism-the democracy of capitalist privileged class. This is not only the concrete direction of the principles and methods used in the education of network ideology, but also the key method to overcome the infiltration and erosion of capitalist ideology on college students in the network society.

4.2.3 Strengthen the review and supervision of network information release

Establish a new media platform and an account operation supervision institution, screen and produce high-quality content, continuously publish it on the network, and solidify KOL image. Follow up KOL's daily behaviors, thoughts, words and deeds regularly, supervise and inspect KOL by the whole people through the way of conversation system, questionnaire survey and student feedback, guide and control public opinion well, and ensure the positivity, mainstream and enthusiasm of network information.

5. Conclusion

The research on the education methods of college students' network ideology has important practical significance and plays an important role in promoting the education of college students' network ideology. We should not only see the changes in education mode brought by KOL factors, including technology, scene, means and mode, but also adjust and adapt to these changes with a positive attitude, so that the new media technology and Internet KOL can better serve the network ideological education. It focuses on the integration of various subject information, which is conducive to the KOL education team's role of educating people and self-educating, and forms a multi-dimensional pattern of educating all employees. The mode of network concerted mobilization provides a new path and perspective for the development of network ideological education, which needs further exploration and excavation to form a long-term working mechanism, so as to play an important role in network ideological education.

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