

Research on Network Ideological and Political Education for College Students in the All-Media Era

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Abstract: *In the era of all media, college students are good at exploring new unknowns with the help of digital media and network technology. Network ideological and political education has both favorable conditions and major challenges. The advantages and disadvantages of network ideological and political education in colleges and universities are analyzed and mastered. Effectiveness is particularly important. Combined with the results of the questionnaire survey, this paper analyzes the current situation of college students' ideological and political education under the new situation and the shortcomings of college students' online ideological and political education, and discusses the strategies of college students' online ideological and political education, which can provide guidance for the path of college students' online ideological and political education.*

Keywords: *all-media era, college students, network ideological and political education*

1. Introduction

Network ideological and political education is a new model of ideological and political education through network media, and has become an important part of ideological and political education for college students in the new era. In recent years, economic globalization, information diversification and the rapid development of Internet technology have brought about fragmentation and multi-dimensional dissemination of network information. The "post-00s" college students who are mainly only children are faced with a variety of Western cultures and values. The impact of ideas has caused the current situation of contemporary college students to present diversity and particularity. At the same time, compared with the ever-accelerating update speed of network information technology and new media technology in the all-media era, the development of network ideological and political education has obviously lagged behind, and there are a series of outstanding problems. This paper randomly selects 400 college students and 100 teachers or staff members who are engaged in the work of college students in Fuzhou to conduct a questionnaire survey, respectively 375 and 96 valid questionnaires are recovered, and the recovery rates are 93.8% and 96%, respectively. The results of "Student Paper" and "Teacher Paper" respectively reflect the hidden dangers of college students' ideological problems and the shortcomings and weaknesses of college students' online ideological and political education under the new situation.

2. The hidden dangers of the current situation of college students' thinking in the all-media era

While the variability, independence, difference and selectivity of contemporary college students' ideological activities and value cognition are increasing day by day [1], due to the development of market economy and the diversification of network information in the all-media era, their ideological status quo also has problems to varying degrees and hidden dangers.

2.1 Confused about life goals and vague ideals and beliefs

When conducting a survey on "What do you usually do when there are major controversial and negative events on the Internet", 25.33% of college students chose to "look at it rationally and analyze it rigorously", but said that "it will be affected by the opinions of netizens" and "wait for it" The official reply" accounted for 30.13% and 28.8% respectively; the survey on "Have you ever felt lost in life?" showed that 39.47% of college students said "often", 41.33% of college students said "occasionally",

and 19.2% of college students said that "there has never been".

Due to the lack of social experience, college students have not yet fully formed a stable world outlook, outlook on life, and values. Western multiculturalism continues to erode college students' Marxist beliefs, coupled with the influence of the negative social effects of individual negative events in the all-media era, causing college students to be confused and difficult to establish correct, positive and firm belief in life. When making life goals and career choices, a small number of young students do not integrate their ego into the larger ego of the motherland and the people, and are prone to fall into the narrow world of self-appreciation.

2.2 Weak sense of responsibility and lack of sense of responsibility

Contemporary college students are mostly only children, accustomed to asking for family care, and lack a sense of responsibility. From the perspective of social reality, although they actively pay attention to the social status quo through the Internet, they are obviously insufficient in their sense of responsibility for social problems. For example, the survey results show that 94.67% of college students "always pay attention" or "occasionally pay attention" to the frequent malignant incidents against Chinese Americans in the West after the outbreak of the new crown epidemic, but only 14.13% of college students said that they would "go all out" to fight against Chinese Americans. Discrimination and anti-bullying campaign contributed, 17.87% of college students said "it has nothing to do with me", and 68% of college students would "consider doing something within their ability".

2.3 Weak quality of work and lack of spirit of hard work

The survey on "Would you choose to work in remote areas or grassroots first after graduation to exercise, enrich and dedicate yourself?" showed that only 12% of college students were "very willing to go", and 48.53% of college students said they "could consider it". And 39.47% of college students said they "don't want to go".

Nowadays, living conditions are improving day by day, young students generally favor the principle of "quick return", and the good tradition of perpetual struggle is lacking in this generation of college students. Some college students don't even understand why they work hard, for whom, and what the ultimate goal of hard work is.

2.4 Distorted value orientation, it is difficult to escape the comfort zone

In terms of outlook on life and values, the value orientation is utilitarian and pays too much attention to self-realization. For example, in employment choices, more consideration is given to welfare benefits and life comfort. Just as when answering "Which of the following conditions do you value more when choosing a company in the future?", only 30.13% of college students chose "clear and smooth promotion channels", 50.13% of college students chose "Never ask for overtime", and 19.74% of college students select "The company has its own facilities such as a gym and a coffee shop."

2.5 Weak team awareness and lack of cooperation spirit

As for the survey of "Can you accept not using a screen style block between the desks of other colleagues when you work in the future?", only 14.93% of college students said they "completely accept it, it will be more convenient to communicate with everyone" and 60% of college students said that "It's better to have a screen, it doesn't matter if you don't have it", 25.07% of college students said that "it is not acceptable to have no screen style shield", which shows that contemporary college students generally prefer an independent and private office environment. When answering the question "In the future work, after the leader assigns a task, do you prefer to complete part of it alone, or do you do it together after discussion", only 19.73% of college students hope to "finish it together after discussion", 24% 56.27% of college students hope to "finish a part of it independently". The results of the questionnaire reflect, to a certain extent, the lack of awareness of cooperation among contemporary college students, who prefer to work alone cultivation needs to be strengthened.

2.6 Insufficient psychological resistance to pressure and lack of open-mindedness

As for "a classmate whose grades are not as good as you and has not served as a class cadre is rated as a three-good student, but you are not rated as a class cadre, will you feel calm and congratulate

him?" The survey shows that, 44.8% of college students choose "No". When "difficulties are encountered one after another in life", 70.13% of college students will be "more and more distressed, and their self-confidence will be hit". Contemporary college students are extremely active in thinking but immature, lacking in social experience and poor in self-control. In learning and life, when encountering difficulties in environmental adaptation, interpersonal relationships, emotions, employment, etc., and can't solve self-solving and have nowhere to vent, it is very likely that psychological crisis will occur, and even mental illness will occur. With the advent of the all-media era, the speed of information dissemination is unprecedented, and the pressure of public opinion is overwhelming. Once college students are involved in public opinion incidents, their ability to resist pressure will be a great test.

3. The shortcomings and weaknesses of online ideological and political education for college students in the all-media era

Nowadays, the network resources are rich and diverse and the update speed is extremely fast. A new all-media communication pattern is taking shape. However, the development of network ideological and political education is relatively lagging behind, the outstanding problems from mechanism to content need to be solved urgently.

3.1 The level of screening, integration and sharing of high-quality online ideological and political education resources is not high

Thanks to the powerful network sharing ability, online ideological and political education has a large amount of educational resources. Due to the digital characteristics of production, dissemination and consumption, online educational resources for college students can be linked and shared among almost all online users, showing fragmented and Flow characteristics [2]. However, the questionnaire survey shows that 70.83% of teachers believe that the high-quality and educational network ideological and political education resources on the Internet cannot meet the needs of college students' network ideological and political education. Due to the anonymity, interactivity, and autonomy of information circulation in the network environment, educational resources are redundant, and high-quality resources appear to be "relatively" scarce and underutilized. The integration level of high-quality online ideological and political education resources is still low.

3.2 The era of online ideological and political education is not strong

First, the form of online ideological and political education is too traditional. In the statistics of "what platform do you usually use to carry out online ideological and political education (multiple choice)", "QQ, WeChat" accounted for 96.88%, "official website" accounted for 30.21%, "Weibo", "Easy Ban", "Live Broadcasting Platform" and "Small Video Client" accounted for 5.21%, 3.13%, 2.08% and 8.33% respectively, and "Others" accounted for 17.71%. It can be seen that network ideological and political educators still focus on traditional information push and official website release, and it is difficult to combine with emerging network media in a timely manner. Second, the change of thinking concept is not timely, especially in the understanding of the "subject and object" concept of network ideological and political education. The survey on "Who do you think is the main body in the process of online ideological and political education" shows that only 14.58% of teachers believe that "teacher and student are the main body". In the network environment under the new situation, everyone has the right to speak, and everyone is both the subject of education and the object of education. In the process of ideological and political education on the Internet, educators often ignore the dominant position of students and fail to give full play to their role, the role that students can play as the subject of education.

3.3 The incentive mechanism for online ideological and political education is still not perfect

Network ideological and political education is a huge comprehensive system, the richness of its content and the rapidity of change require the mobilization of the initiative and enthusiasm of the government, universities, families, society and other aspects to jointly promote the healthy operation of the network ideological and political education system. The questionnaire of "Are you satisfied with the rewards, incentive mechanisms and strength of online ideological and political education by colleges and higher education management departments" shows that only 45.83% of teachers chose

"yes", and 26.04% chose "unclear", 28.13% of teachers chose "No".

Education departments and educational institutions still do not attach much importance to online ideological and political education, and the achievements of online ideological and political education are rarely included in the educational evaluation standards of educators. On the other hand, due to the latent, permeable, and long-term effects of online ideological and political education, the evaluation method for the effectiveness of online ideological and political education is still immature, which limits the enthusiasm of social resource investment to a certain extent.

3.4 The network interaction between the subject and object of education is not strong

In the process of online ideological and political education, only 11.45% of teachers think that the interaction with students is "very good", 41.67% of teachers think that it is "OK", and 46.88% of teachers think that "there is not much interaction". Different from traditional ideological and political education, teachers of online ideological and political education no longer occupy an absolute "center" position, and students are no longer in a subordinate position, which in itself is conducive to the interaction of subjects and objects in online ideological and political education [3]. However, due to the communication mode of different time and space on the network media, it is easy to lead to low enthusiasm for interaction, slow progress and poor effect, and it is difficult to timely feedback students' problems, which may easily lead to problems such as inertia of educators' work and difficult control of educational results.

3.5 The content supervision of online ideological and political education is not strict enough

Under the new situation, the international and domestic situation has undergone profound changes, and different Western cultural trends of thought continue to impact contemporary college students. The homogenization of network information content and the fragmentation of information also make it difficult for college students to accept the baptism of mainstream ideology and public opinion [4]. However, at present, there are many shortcomings whether it is the content review and control of online ideological and political education resources, or the supervision and response to online public opinion. Just as in the survey of "How do you think various online platforms and related departments supervise the content of online ideological and political education?", only 12.5% of teachers thought it was "very good", 31.25% thought it was "OK", and 56.25% thought it was "good" of teachers consider it "average".

3.6 The online monitoring and early warning of students' ideological dynamics is not accurate and fast enough

College students in the Internet age will express their ideological dynamics and psychological conditions more on the Internet. In the current Internet ideological education construction, the process from abnormal ideological changes or psychological problems in students to educators grasping this information is a process. It is a long time, and there is not even a complete and mature psychological crisis feedback mechanism. The questionnaire survey shows that only 14.58% of teachers clearly stated that their schools can achieve real-time, accurate monitoring and quick feedback in the construction of monitoring and early warning teams and early warning systems for online ideological and political education.

4. Countermeasures for college students' network ideological and political education in the all-media era

The particularity and hidden dangers of college students' ideological status quo, as well as the shortcomings and outstanding problems of online ideological and political education, have put forward new challenges and higher requirements for online ideological and political education. To fundamentally improve the overall level of online ideological and political education, we must establish and improve relevant systems and mechanisms.

4.1 Improve the integration and sharing mechanism of online ideological and political education resources

The first is to innovating the ability to accurately screen and pool online educational resources, and

open up the sharing channels of high-quality educational resources among universities, platforms, and departments. Relying on the advantages of big data, tap its potential in data collection, quantitative analysis, application development, etc., combine the advantages of traditional ideological and political education to form an educational joint force, and use the convenience of online communication to smooth communication between colleges, teachers, students, parents, society, etc. channel, and build online education integration systems such as "class-class communication", "school-school communication", "home-school communication", "school-enterprise communication", etc. , The advantages of rapid dissemination, great influence and strong mobilization force will radiate a large number of advanced ideological and cultural and educational resources to colleges and universities through the National College Campus Website Alliance.

4.2 Innovate the integration mechanism of online ideological and political education content and form

Our education is to train qualified builders and reliable successors of the socialist cause. In terms of content, online ideological and political education must first adhere to the direction of socialism [6], and mainstream ideology and public opinion and the basic principles of Marxism must be conceived in social facts, mainstream media and social new things or media that young people pay more attention to. In terms of form, the expansion of mainstream ideas should also be combined with the expressions of the new generation of college students, combined with the requirements of the times, to keep up with the pace of the times. The popular "Tiktok" App, "Kwai" App, etc. on the Internet, with unique short videos supplemented by fashionable background music, it only takes ten seconds to capture the hearts of Internet users, as well as the enthusiasm of young people. "Station B" can be described as a successful model of the carrier of network fragmentation culture. Our online ideological and political education can make use of these existing resources and regard them as a new carrier of ideological and political education for college students, select and develop high-quality educational resources, condense concepts, and enter the network platform in the form of short videos, which is also the occupation of ideological and political education, a way to network heights. At the same time, educators need to change their thinking concepts, realize that students are also the main body of online ideological and political education, and give full play to their main role.

4.3 Improve the motivation and incentive mechanism of online ideological and political education

Government departments need to do a good job in systematic planning and top-level design, gather the wisdom of all parties, guide universities and society to make overall arrangements, and at the same time implement the content supervision of online ideological and political education resources and the whole process of online teaching monitoring, and grasp the network ideological and political education. The general direction is not deviated. In addition, there must be a relatively complete incentive mechanism for front-line teachers. Incorporate the achievements of online ideological and political education into the standards of the educational work evaluation system, link the achievements of online ideological and political education with the promotion of teachers' professional titles, job evaluations and awards, and fully refer to online cultural education when selecting outstanding educators, outstanding teachers and other individuals people's work situation. The improvement of the incentive mechanism will help to shift the focus of the ideological and political education talent team to the network level, and form a good network education environment and work situation [7].

4.4 Build a benign network interaction mechanism

The core of building a benign network interaction mechanism is to accelerate the construction of a dual-center structure model of subject and object. First, dredge the online communication channels between the subject and object of education to make the interaction between the subject and object more convenient and fast; second, it encourages the effect of education and teaching, and creates high-quality educational resources for educators and valuable feedback information for learners. Appropriate rewards are given to encourage better interaction effects; third, improve the online feedback evaluation system. Due to the non-face-to-face education form, the role of feedback and evaluation in online education is particularly important. Feedback, accurately grasp the teaching effect and problems, and then improve the way of "teaching". Only by forming such a benign interactive feedback mechanism between teachers and students, can both teachers have a sense of achievement and gain in "teaching" and "learning", the network ideological and political education will enter a virtuous circle. At the same time, timely and accurate feedback is also conducive to the subject of education to

accurately grasp the changes in object value orientation and psychological activities, so as to timely intervene in abnormal situations such as changes in object value orientation and psychological crisis.

4.5 Build a more stringent content supervision mechanism

Only by building a stricter online ideological and political education content supervision mechanism can we ensure the growth of mainstream ideological and public opinion. The first is to strengthen the construction and operation management of online information content, and strictly enforce the access mechanism of online educational resources to ensure the main theme atmosphere and positive energy of online ideological and political education resources. The second is to continuously enhance the ability to respond to public opinion. For topics with high sensitivity, we should not simply deal with traditional methods such as deleting or closing websites, but we must pay attention to the study of the laws of network communication, strictly review the release of network information, and comprehensively and comprehensively. Time period supervision, do a good job of public opinion guidance.

4.6 Build a more accurate online monitoring and early warning mechanism

Through the online monitoring and early warning system and the advantages of network technology, it is possible to timely and accurately grasp the ideological dynamics of students, improve the foresight and pertinence of online ideological and political education, and grasp the initiative of college students' online ideological and political education [8]. First, units at all levels have established special monitoring and early warning teams for online ideological and political education, with clear responsibilities and clear management. The second is to build a multi-channel ideological and political education network early warning information collection system, including routine information collection (such as through social platforms, website browsing, e-mail, etc.) and specialized information collection (such as through online questionnaires, psychological counseling, psychological Tests, etc.) to master students' ideological dynamics and changes in psychological activities. The third is to improve the level of crisis intervention for abnormal ideological dynamics, establish a scientific crisis intervention system, and formulate a clear crisis intervention process to ensure that after mastering and analyzing students' ideological dynamics, the intervention on abnormal ideological dynamics can be timely, accurate and effective.

5. Conclusion

The ideological status quo of contemporary college students presents diversity and particularity, and the development of online ideological and political education for college students is obviously lagging behind. Ideological and political educators in colleges and universities in the new era should accurately grasp the ideological characteristics of college students, based on the shortcomings of college students' network ideological and political education in the all-media era, actively explore the effective integration of network thinking, network technology and ideological and political education in the new era, and constantly innovate network thinking new paths and new methods of political education, thereby improving the discourse power of online ideological and political education, giving full play to the advantages of online ideological and political education, and enhancing the effectiveness of online ideological and political education.

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