

Research on the Effectiveness of College Students' Network Ideological and Political Education in Preventing and Controlling Public Opinion Risks in the Context of Regular Epidemic Prevention and Control

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Abstract: As the base of ideological and political education for college students in the new era, colleges and universities bear the important mission of cultivating inter-disciplinary talent with innovation for the country and society, and also the main responsibility of leading the guidance of social opinion and doing the work of epidemic prevention and control on a continuing basis. The popularization and application of information technology in the era of "Internet+" has not only brought new challenges to the network ideological and political education of college students, but also created new opportunities for colleges and universities to do well in network ideological and political education. In the era of network informationization, public opinion has long become an important way for people to express their thoughts and ideas, so it is of positive significance to do a good job in preventing and controlling the risk of network public opinion to innovate the content of university network ideological and political education and explore the mode of college students' ideological and political education. Accordingly, based on the analysis of the necessity of prevention and control of public opinion risk in the background of regular epidemic prevention and control, this paper proposes three effective measures for prevention and control of public opinion risk in the background of regular epidemic prevention and control, namely, "advancing with the times, promoting the modernization of prevention and control of public opinion risk in college network ideological and political education; actively guiding, constructing the main position of prevention and control of public opinion risk in college network ideological and political education, and multi-party collaboration, establishing a new mechanism of prevention and control of public opinion risk in college network ideological and political Education.

Keywords: Regular epidemic prevention and control, College students, Network ideological and political education, Prevention and control of public opinion risk

1. Introduction

Since entering the new era, General Secretary Xi has clearly proposed in the national conference on ideological and political work of colleges and universities that "the ideological and political work of colleges and universities is related to the fundamental question of what kind of people they train, how to train people and for whom to train people, and we should insist on making moral education the central link and running ideological and political work through the whole process of education and teaching", requiring colleges and universities to further highlight the important status of ideological and political education and further optimize the form and content of ideological and political education. With the rapid development of network information technology, it has become more and more common for college students to get information, collect data, comment and express their ideas on the network, which inevitably will be influenced and impacted by various bad thoughts at home and abroad, which somehow reflects the importance and necessity of network ideological and political education.

2. The necessity of preventing and controlling the risk of public opinion in the context of regular epidemic prevention and control of college students' network ideological political education

In the context of regular epidemic prevention and control of COVID-19, it is equally important to do

a good job of epidemic prevention and control and promote public opinion risk control. Public opinion risk control can effectively control epidemic-related network rumors, effectively manage epidemic-related false data information, help people obtain more realistic and effective information on epidemic dynamics, and guide people to carry out epidemic prevention and control in a more scientific and standardized way. At the same time, as an important place where college students gather, colleges and universities are also bound to do a good job in epidemic prevention and control, and it is more necessary to promote the innovation of public opinion risk prevention and control work by strengthening network ideological and political education and other means. "The coronavirus pandemic, as a major public health emergency with the greatest difficulty in prevention and control, is a big test for the network opinion management and guidance ability of colleges and universities." [1] "College students are both active participants and receivers of online public opinion radiation", it seems very important to strengthen the interconnection between the reform of college students' network ideological and political education and the prevention and control of online public opinion risk, which can drive more social people to understand the public opinion of epidemic prevention and control timely and accurately on the one hand. On the other hand, it can also guide college students to correct their attitudes and improve their political quality, so that they can grow up to be the talents needed by the country and society.

3. Advancing with the times, promote the modernization of prevention and control of public opinion risk in college network ideological and political education in the context of regular epidemic prevention and control

"Collegiate ideological and political education bears the great mission of cultivating qualified builders and reliable successors". [2] With the development of network information technology, it is natural to promote the innovation of university network ideological and political education and strengthen the prevention and control of network public opinion risk to reflect the characteristics of keeping up with the times, and also to actively penetrate the relevant contents of regular epidemic prevention and control. Specifically, the following will elaborate the main ways to advance with the times to modernize the prevention and control of public opinion risk in university network ideological and political education from the aspects of construction of teachers' troops, innovation of educational model and teaching method optimization.

3.1. Construction of teachers' troops for prevention and control of public opinion risk in university network ideological and political education under the background of normalization of epidemic prevention and control

All along, the construction of teachers' troops is an important guarantee for colleges and universities to improve the quality of operation and education level, and it is also the main measure to promote the innovation of ideological and political education work. With the normalization of the prevention and control of the coronavirus pandemic, there are still some confirmed cases in various places from time to time, which requires the teachers in colleges and universities to persistently publicize the knowledge of epidemic prevention and control for a long time, actively do well in controlling the risk of network public opinion, and avoid college students being misled by false and untrue information to the maximum extent. As the main participants of the university network ideological and political education, government executives, teachers of ideological and political theory courses and student counselors must play an active, dynamic and creative role, constantly improve their ideological and political qualities, constantly enhance the professional ability of network ideological and political education, and adopt effective ways and methods to promote the implementation of network ideological and political education. Specifically, teachers need to have high ideological and political literacy, insist on studying the latest policies and documents of the Party and the state, systematically grasp the foundation of Marxist theory, scientifically explore the laws and characteristics of online ideological and political education for college students, and even have knowledge of sociology, psychology, education and other interdisciplinary disciplines, and integrate and penetrate in the teaching of theoretical courses, practical courses and daily affairs management, etc. They also need to integrate the latest knowledge of current affairs and information on epidemic prevention and control in the teaching of theoretical courses, practical courses and daily management. At the same time, teachers also need to have professional knowledge of network information technology, know how to use information technology scientifically and reasonably to sort out, integrate and find out knowledge of network ideological and political education, maintain the sensitivity of sorting out dynamic information of network public opinion and learning information of epidemic prevention and control, take the initiative to discover network public opinion problems, actively

explore epidemic prevention and control problems, and solve network ideological and political education education problems in time.

3.2. Innovative education mode of public opinion risk prevention and control of university network ideological and political education under the background of regular epidemic prevention and control

At present, most colleges and universities still adopt the traditional network ideological and political education mode, and the effect of college students' participation in learning theoretical courses of online and offline ideological and political education is not satisfactory, and teachers such as counselors and government executives seldom participate in daily college students' network ideological and political education work, which makes network ideological and political education rely on college students' self-learning in many cases and lacks teachers' practical guidance for college students' network ideological and political education. This inevitably makes the prevention and control of network public opinion risk in the context of regular epidemic prevention and control difficult and makes it difficult to achieve the final effect of network ideological and political education. For example, firstly, introducing the Internet education mode, that is, to actively apply the latest information technology such as big data, Internet, cloud computing, new media and self-media in the practice of network ideological and political education, and to share the knowledge of ideological and political education in "two micro ends" in time. We can share the knowledge related to the ideological and political education, spread the dynamic information of epidemic prevention and control, discover the risk of network public opinion in time, and even spread the content of network ideological and political education online and offline with the help of platforms such as smart campus and smart classroom, so as to effectively create a good environment for the prevention and control of public opinion risk of network ideological and political education in colleges and universities. Secondly, to explore the mode of education of party building, that is, to actively play the leading role of college students' Party cadres and Members of the Communist Youth League, use the training activities and practical activities related to Party building to examine and evaluate the ideological and political quality of college students' Party members and League Members, give spiritual or material rewards to the excellent individuals and branches, and guide them to drive more college students around them to further correct their ideological attitude and improve their political quality. We also guide them to lead more college students around them to further correct their ideological attitudes, improve their political quality, jointly explore measures and methods to resist undesirable Internet thinking, and collaborate to innovate practical countermeasures to help society do a good job in epidemic prevention and control. Thirdly, to break through the limitations of the traditional and monolithic teaching of ideological and political education, the university will design practical activities of online ideological and political education according to local conditions by combining the learning characteristics of college students of different majors, such as conducting special lectures on network ideological and political education, designing seminars on the theme of online public opinion and conducting voluntary experience activities of epidemic prevention and control with local hospitals and communities to help college students learn. In addition, they can monitor and report undesirable network public opinion events in their study and life, and help universities clean up the campus network environment.

3.3. Optimize the teaching method of public opinion risk prevention and control of university network ideological and political education under the background of regular epidemic prevention and control

The good or bad teaching methods of network ideological and political education are directly related to the success or failure of public opinion risk prevention and control, and the final effect of college students' growth and success. A good teaching method of network ideological and political education can help college students eliminate the problem of network addiction, identify good and bad network information, draw positive social energy and improve their ideological and political qualities, which can ensure the effect of network opinion risk prevention and control in the context of regular epidemic prevention and control. At present, the network ideological and political education in colleges and universities mainly adopts the indoctrination teaching method, which is relatively rigid and lacks attention to the individual differences of college students of different majors, and does not combine the development needs of the times to solve the limitations of the teaching method itself. Combined with years of teaching experience in college students' ideological and political education, this study believes that the teaching method of the prevention and control of public opinion risk in college network ideological and political education under the background of regular epidemic prevention and control can be optimized from two aspects. Firstly, according to the new characteristics of network ideological and political education, new contents can be injected on the basis of traditional theory teaching, such as highlighting the integrated role of online education and offline traditional classroom teaching, focusing

on integrating the teaching contents of online classroom in offline classroom teaching, paying equal attention to infiltrating the teaching contents of offline classroom in online classroom teaching, paying particular attention to introducing relevant video, audio, animation, picture and other ideological and political education resources in online classroom, and even conduct online comments and discussions on key public opinion risk issues in the context of epidemic prevention and control, so as to continuously innovate the content form of network ideological and political education. Secondly, personalized teaching methods can be used in conjunction with the actual situation of college students of different majors in universities. For example, students of liberal arts majors can be more popularized with the skills and methods of screening, sorting and integrating network information to improve their information technology literacy and thus enhance their ability to control network public opinion risks in the context of epidemic prevention and control; while students of engineering majors can be more shared with the application of network public opinion risk control. In addition, cross-fertilization teaching methods can be adopted to let students of different majors share the teaching resources of online public opinion education and improve the implementation plan of online public opinion prevention and control in the context of regular epidemic prevention and control, so as to continuously improve the overall ideological and political level of students.

4. Actively guide and construct the main position of prevention and control of public opinion risk in college network ideological and political education under the background of regular epidemic prevention and control

In recent years, the opinions on further strengthening and improving the ideological work of colleges and universities under the new situation issued by the State Office of the Central Committee pointed out that "colleges and universities should innovate network ideological and political education, and at the same time make efforts to strengthen the management of propaganda and thought positions in colleges and universities", which clarifies the target direction of network ideological education work in colleges and universities and shows the important value of creating a good campus environment, grasping the discourse of network ideological and political education and opening up new positions of network ideological and political education in colleges and universities.

4.1. Open up a new platform of college ideological and political education based on network public opinion

"The high level of knowledge, strong sense of participation and heavy curiosity of the subject of college network public opinion leads to the ease and extensiveness of the emergence of network public opinion".[3] In order to comprehensively improve the effectiveness of college network ideological and political education, to effectively solve the problem of college campus network public opinion, and to continuously improve the quality and level of epidemic prevention and control, it is necessary to further open up a new platform of network ideological and political education, proactively pay attention to and integrate the public opinion issues related to epidemic prevention and control in the process of empirical education, help college students correct their ideological and political attitudes, and also improve their ability to deal with network public opinion emergencies. We even guide college students to use public opinion issues related to epidemic prevention and control to improve the overall level of network ideological and political education. Since the era of "Internet+", the emergence of new platforms such as websites, Microblog and WeChat has largely provided new opportunities for universities to carry out network ideological and political education activities, for example, counselors and teachers can instantly release information on epidemic prevention and control data through new media platforms such as blogs, Microblog and WeChat, actively promote socialist core values and effectively help students solve possible problems. Admittedly, while promoting the application of new platforms for network ideological and political education, it is also necessary to effectively use the latest information technology to shield, delete, screen and resist undesirable information, so that the epidemic prevention and control information containing positive energy can meet with college students through multimedia forms such as video, voice and pictures, and make the online ideological and political education resources for college students richer.

4.2. Set up excellent examples to explore the new direction of network ideological and political education

As a group with more time and frequency on the Internet, college students are very engaged in their network activity and are also the main network participants. And due to the invisibility of the network,

most students do not reveal their real identity on the network platform, which also leads to some college students will appear some bad comments, and then cause more bad influence, in this case, it is necessary for colleges and universities to play an exemplary leading role by cultivating college student Party cadres and excellent college students to guide or help more college student peers to consciously regulate their network behavior and consciously resist undesirable public opinion issues. For example, outstanding typical college students can share the ways and skills of accessing epidemic prevention and control information through online platforms, and can share the methods and measures of discovering online public opinion problems, identifying online information, and preventing public opinion risks; they can also convey timely information about network ideological and political education from teachers and counselors to their classmates, and also convey timely ideological and political developments of their classmates to teachers or counselors, etc., so as to timely discover college students' ideological problems, psychological problems and political problems; it can also carry out network ideological and political education activities through college students' clubs and associations, and invite experts and scholars to carry out network ideological and political education theme lectures, so that more college students' cadres and representatives can guide the guidance of network public opinion more, create a positive and healthy campus network atmosphere, and thus prevent and control the possible public opinion risk problems during the regular epidemic prevention and control.

4.3. Construction of a discourse system to stimulate new momentum in network ideological and political education

Contemporary college students have more active thinking and advanced ideas, and they are easy to accept new things, especially they like to express their own ideas and opinions, and especially they advocate to have independent speech, but at the same time, this will lead some college students to be easily influenced by some bad opinion trends, and then they will lose themselves, and even make some excessive and illegal remarks, which will seriously affect the social impression of college students. This requires colleges and universities to actively construct a perfect discourse system to effectively stimulate the enthusiasm and motivation of college students to participate in network ideological and political education activities. For example, teachers in colleges and universities can try to integrate and penetrate some network terms in the boring ideological and political education activities, so that the network ideological and political education can become more vivid and interesting, funny and humorous, and also make the teachers and students better get along with each other, and make the whole teaching activities rich and colorful, just like introducing words like “positive energy”, “geili” and “aoligei” in the process of network ideological and political education, which can constantly make college students feel more friendly and natural, and also, it can attract college students to study and discuss some deep-seated problems or related cases. Of course, in the process of applying new vocabulary on the Internet, it is also necessary to firmly eliminate the use of negative and negative words to avoid damaging the traditional language and culture of China. In addition, teachers can guide college students to establish a sound discourse system on the basis of in-depth study of General Secretary Xi's core socialist values, give timely feedback on the problems of unequal information on epidemic prevention and control and the supervision of public opinion on epidemic prevention and control encountered, and express or report them to teachers, schools or even relevant departments in the right way, so as to prevent and control the risks of public opinion on regular epidemic prevention and control in a timely manner and avoid blindly following the trend of spreading untrue information about public opinion on epidemic prevention and control.

5. Multi-party cooperation, establish a new mechanism for prevention and control of public opinion risk in college network ideological and political in the context of regular epidemic prevention and control

Network ideological and political education is a long-term systematic project that requires the concerted efforts of teachers, students and the community. "The epidemic prevention and control work has entered a normalized stage, and along with it, new public opinion on the Internet has emerged in colleges and universities".[4]"Internet public opinion often has an impact on the study and life of college student groups in universities."[5]The prevention and control of network public opinion risk under the background of regular epidemic prevention and control also needs the joint participation of government, colleges and universities, people and other subjects. Therefore, it is imperative to establish a sound new mechanism for prevention and control of public opinion risk in college network ideological and political education.

5.1. Improve the network public opinion risk prevention and control research and judgment mechanism

It is necessary for colleges and universities to build a network public opinion risk prevention and control research and judgment mechanism by combining the physical and mental development characteristics of college students and the rules of network public opinion risk prevention and control, to categorize and analyze the public opinion risk problems in the context of regular epidemic prevention and control, and to solve the public opinion risk problems through the professional network supervision technicians and teachers' teams of colleges and universities. The risk problems include controlling inaccurate information of epidemic prevention and control at the source, improving supervision in the process of information dissemination, and even forming professional network public opinion risk prevention and control reports to help teachers and students further understand and appreciate the characteristics of network public opinion of epidemic prevention and control, and eliminate as much as possible the negative influence in network public opinion risk supervision. It also provides help for future teachers and students to better prevent the problem of regular epidemic prevention and control of public opinion and to do a better job of network opinion risk warning, etc.

5.2. Optimize the early warning mechanism for prevention and control of network public opinion risks

As we all know, the early warning mechanism of public opinion risk prevention and control can largely avoid possible crises, effectively improve the ability of college students to prevent and control public opinion risks, and reduce the losses of college teachers and students. Based on the research and judgment on the prevention and control of network public opinion risks, it is necessary to determine the level and type of early warning and make a good prevention and control plan for the possible risks. For example, according to the risk level of epidemic prevention and control network public opinion, the warning level can be determined as "mild warning, moderate warning, severe warning and extraordinary warning", and universities need to introduce corresponding countermeasures from top to bottom for the possible risks. At the same time, in the daily practice of network ideological and political education, it is necessary to actively publicize the knowledge of network opinion risk prevention and control, to popularize the rules and regulations of universities on network opinion risk prevention and control early warning, and to carry out relevant exercises at the right time to discover the possible problems and enhance the network opinion risk prevention and control early warning ability.

5.3. Adjustment of network public opinion risk prevention and control processing mechanism

The problems of public opinion risks in the process of regular epidemic prevention and control all need to be implemented to the handling of crisis events in the final analysis, which requires colleges and universities to take timely and rapid intervention measures in the face of network public opinion crisis events to prevent and control the negative impacts of the events to the maximum extent, for example, universities need to communicate with the government and other departments in time to obtain first-hand real information and data on epidemic prevention and control, and disclose and release them to students and teachers in time to ensure the accuracy of information and the immediacy of information, so as to eliminate possible misunderstanding and rumors. For the emergencies in colleges and universities in the process of regular epidemic prevention and control, it is necessary to set up an investigation group to verify the relevant information, carefully investigate the issues focused on the network public opinion, clarify the problems and introduce treatment plans in time, so that teachers and students can maintain a high degree of trust in colleges and universities, and also avoid malicious rumor-mongers from further fermenting the events. At the same time, universities also need to guide college students to improve their ability to deal with public opinion risk issues in the practice of network ideological and political education, so that the regular epidemic prevention and control can be carried out smoothly.

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