The ideological and political education value of online tweets and their application

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Abstract: As a new communication carrier with the functions of learning, entertainment, and information acquisition, Internet tweets can precisely push content to readers and provide a more flexible interactive environment, and at the same time, due to the two-way nature of information acquisition and the limited effectiveness of control, the value of Internet tweets for people's ideological and political education presents a dual nature. By analyzing the positive and negative aspects of the ideological and political education value of online tweets and the existing problems, this paper explores reasonable ways of its politicization, such as strengthening the supervision of all aspects of online tweets, introducing excellent creators and incentive mechanisms and playing the ideological guidance function of the state, which are important for the reasonable play of the ideological and political education value of online tweets.

Keywords: Internet tweets, normalization measures, ideological and political education values, ideological leadership

1. Introduction

As the Internet has developed, it has become deeply intertwined with modern people, and its derivatives have had a significant impact on people, and as one of its derivatives, Internet tweets have profoundly influenced people's values. From the existing research, the rapid development of network tweets is far from its research results, and the depth of research is not enough to match the means of rational application of positive network tweets, the various problems that arise from network tweets, and the measures of positive network tweets in both China and the West need to be improved. The paper also focuses on the positive and negative characteristics of online tweets for ideological and political education, the current situation of their use, and the effective measures to normalize their impact on people's ideological and political education. The in-depth study of network tweets in this paper is not only useful for understanding the value of network tweets in ideological and political education in the current context, but also, for the problems and the realistic paths for normalizing network tweets put forward in this paper on the basis of research, which makes up for some of the gaps in the current research on network tweets and the ways of normalizing their use, and is conducive to the better play of network tweets in terms of their topicality and value.

2. Connotation and characteristics of network tweets

2.1 Connotation of network tweets

In the new era of the world, the network has become the bottom structure of people's life, profoundly affecting people's living conditions and ideas.

With the deep application of large data technology in the network, network tweets have gradually become an important way for people to get various information.

With the support of Internet information communication technology, network tweets are a series of articles pushed by various platforms for disseminating network information by positioning readers' preferences with big data and meeting their purpose of information dissemination[1]. Compared with traditional information transmission, network tweets reduce the difficulty for people to obtain information, meet the reader's personalized reading needs, and thus more easily have a profound impact on people's ideas[2].

2.2 Features of network tweets

(1) The significance of the carrier function

Network tweet is a network carrier for the transmission of various articles with different purposes. Compared with traditional communication carriers such as newspaper and books, network tweet carrier provides high convenience.[3] On the one hand, readers no longer need to spend a lot of money to buy books and newspapers, which reduces the cost of reading and further enhances the subjective willingness of users to read. On the other hand, the carrying capacity of network tweets is large and the information is comprehensive, which opens readers' reading horizons and provides convenient carrier conditions for the realization of the value of ideological and political education.

(2) Accuracy of content push

Relying on big data of Internet information, network tweets have rich knowledge content covering all fields, and can accurately push various articles according to people's interests and preferences. Baidu, Toutiao, and Tencent Hotspot all have their own recommended reading areas, which are determined according to the number of clicks on the types of tweets frequently read by readers. Accurately push articles that users are interested in. When users click on the software, they will see the content of tweets that they may be interested in, which enhances the reading possibility of readers.

(3) The interactivity of open communication

On the one hand, readers and authors can communicate and interact with each other, saying goodbye to the traditional one-way reading mode, and authors can also create high-quality articles that readers like more after full communication with readers, which is highly interactive. On the other hand, under the development environment of relative freedom of speech, readers can also communicate with readers. Various ideas collide and friction, resulting in "a hundred schools of thought contend" in the modern sense. However, due to the virtual identity of both parties, some negative remarks are mixed out, showing a two-way influence on readers' ideas [4].

(4) Diversity of information acquisition

Most of the Internet Twitter platforms have their own search engines. Common search engines such as Baidu and UC browser enable readers to search and read the content of the tweets they want more accurately, with significant information access. However, significant information access is a double-edged sword for network tweets. On the one hand, it provides readers with a more comprehensive, quick, and effective way to obtain information; on the other hand, it makes a lot of information with negative value easy to be obtained by readers. In addition, readers have a large age span, especially teenagers are vulnerable to the negative impact of bad information.

(5) The limitation of control

Compared with traditional book and newspaper reading, online Twitter creators on the emerging online we-media platforms lack strict entry standards. As long as they register an account, everyone can become an online Twitter creator, showing strong openness. In addition, due to the virtual nature of the network itself, in this open creation environment, some online Twitter creators will spam some illegal content in order to increase personal flow. In addition, due to the limited management and control efficiency of the platform, there is a lack of strong manual intervention and effective supervision measures, and some vulgar content will flow out to face readers. It has an adverse impact on readers' ideas [5].

3. The duality of the ideological and political education value of network tweets and its utilization status

When reading network tweets, people's ideas will be unconsciously influenced by the value orientation of network tweets, which makes network tweets have a certain value of ideological and political education. On the one hand, when the value orientation of network tweets meets the requirements of national dominant values, readers can receive ideological and political education subtly in the state of entertainment and relaxation, which is the positive ideological and political education value of network tweets. On the other hand, in the process of pursuing popular reading, network tweets are easy to become vulgar, disorderly, and harmful, so as to impact the core socialist values and harm the country's leading ideology. This is the negative ideological and political education price of network tweets.

3.1 The positive ideological and political education value of network Tweets

(1) The combination of orientation and cohesiveness gives readers direction and guidance

Network tweets are created and spread by creators with certain creative purposes. They are highly subjective and are embodied dissemination and promotion of creators' ideas based on a certain reality.

In addition to individual creators, the creators themselves also include countries, governments, major social media organizations, etc., who transmit their approved political thoughts and moral concepts in the form of network tweets so that the network tweets have a certain nature of value and concept orientation. After seeking the recognition of the corresponding readers, they will produce a certain cohesion and provide direct guidance to the readers [6]. The lack of reasonable control of network tweets under the combination of orientation and cohesion is prone to a series of problems such as value diversification and negative public opinion waves. Therefore, the state has strict requirements on ideological and political online tweets, and ordinary individuals have no right to publish them, which to a certain extent ensures the orientation and strong cohesion of online tweets to people's ideological and political education in the value level.

(2) The combination of learning and indoctrination, giving readers ideological edification

Relying on Internet big data technology, network tweets provide a new way of push reading. Readers can easily obtain the cultural knowledge and information they want. Meanwhile, network tweets will also push a large number of relevant information to readers in an indoctrination way through data analysis. Compared with traditional book reading, online Twitter platforms often have their own search and reading methods. Readers can search and read according to their own reading interests and needs, reducing the difficulty of information acquisition and improving the efficiency of active learning. A representative APP is "Learning Power", which pushes readers to a large number of articles in line with the country's leading values for reading and learning. With a certain indoctrination nature, readers are imperceptibly influenced, so as to consciously develop correct ideological and political concepts advocated by the country [4]. At the same time, the subject of network ideological and political education can push the network tweets with the nature of ideological and political education, such as the news that spreads a positive image of the country and the story report that implies the orientation of socialist core values, so that the readers can timely understand the major policies and development trends of the country, enhance the readers' identification and support for the ruling of the Communist Party of China, and give the readers an edify in the field of ideology.

(3) The combination of puzzlement and conciliation gives readers a reconciliation of contradictions

Network tweets can be regarded as a kind of network learning carrier, which can answer all kinds of doubts of readers and break the barriers of real-time and space in the communication of people to solve doubts. For some sensitive issues, network tweets can be used to find the doubts that need to be solved in a hierarchical way, and to some extent ease the contradictions between those who seek knowledge and those who solve doubts. Secondly, network tweets have mediation value, which can mediate personal emotions and pressure. For example, most readers who browse online tweets use their leisure time to browse and read online tweets, which can serve as the spiritual motivation for people under the pressure of busy work and life and alleviate the conflicts between reality and ideal [7]. The combination of confusion-solving and mediation value makes network tweets become enlightening spiritual entertainment, which can play a certain mediation role for many people who are full of confusion in life. When the internal contradictions of individuals are alleviated, it will also relieve the contradictions between people and people and between people and society.

3.2 The negative ideological and political education value of network tweets

(1) The content of tweets is negative

The creation of network tweets has a strong subjective purpose, for the purpose of profit network tweets occupy the mainstream. Due to the lack of reasonable guidance, the creators may abandon their social responsibilities and cater to the interests of readers for some vulgar creations. In addition, the platform pushes content according to the principle of "what readers like to see", resulting in a vicious circle of declining quality of online tweets. In addition, readers tend to form special interest circles around a certain kind of bad interest. In this special interest circle, members share and influence each other, and even purposefully repost bad tweets to erode the readers outside the circle, expand the circle's influence and form cancer that harms society.

(2) Piecemeal information acquisition

Most online tweeting platforms strive to be as accurate as possible in order to increase click-through rates and generate traffic. However, the solidification of the precise push mode will cause the information obtained by readers to be one-dimensional and one-sided, affecting the comprehensiveness of the information obtained by readers. On the one hand, readers may blindly follow false information due to their one-sided understanding of the facts themselves and make comments as "outsiders", which will further distort the facts and cover up the truth and affect the network environment. On the other hand, the intake of single information will solidify the thinking mode of readers, which is not conducive to the formation of a broad view of readers, and affects their ability to comprehensively view, analyze and solve problems, thus making the ideological and political education value of network tweets negative.

(3) The mainstream ideology deviates

Network tweets are an important carrier of Internet public opinion, behind which is a series of social relations game. On the one hand, some online Twitter creators or push platforms may push a large number of ugly and hostile online tweets out of the support of hostile forces of socialism with Chinese characteristics and their own interests, leading online public opinions to disorder. On the other hand, readers who do not know the truth blindly follow the crowd and arbitrarily repost all kinds of alarmist and eye-catching "rumors" online tweets, exacerbating the one-sided orientation of online public opinion with unreasonable patriotic behavior, deviating from the mainstream national ideology, endangering the national ideological security and causing social unrest.

3.3 Current situation of the utilization of ideological and political education value of network tweets

There are many deficiencies in the utilization of the ideological and political education value of network tweets, and it is of great practical significance to further explore the existing practical problems in the positive utilization of its positive functions.

(1) Lack of effective supervision, the overall environment of online tweets needs to be remedied

The regulatory limitations of Internet tweets are obvious, and the existing problems in various aspects of regulation give opportunist opportunities. First, there are loopholes in the supervision mechanism, and the main responsibility of supervision has not been determined by laws and regulations. For the content of online tweets, except for the corresponding national network supervision departments, online Twitter platforms lack internal motivation to supervise the content and value orientation of their own tweets due to their own interests. Second, there is a lack of regulatory effectiveness. A large number of online tweets have been generated, and it is difficult to achieve refined supervision with endless content. There are obvious loopholes in the use of sensitive word identification in most platform article review mechanisms. It is difficult to identify more hidden negative information, which is very easy to flow out to create an adverse ideological impact. Third, the supervision and punishment are not strong enough, and the national coercive force is difficult to penetrate individuals. The punishment on most platforms is insignificant. The network environment of tweets that mainly rely on self-consciousness cannot make the creators shoulder the social responsibility to create according to the national ideology but wander in the boundary of law and morality.

(2) Lack of high-quality articles, the content quality of network tweets needs to be improved

The marketization trend of network tweets makes the number of network tweets platforms more, coupled with the low threshold of creation of network tweets, resulting in a large number of creators with different levels crowding into them. On the one hand, due to the lack of protection and incentive mechanism for high-quality articles on the platform, such as low industry salary, poor treatment, and difficulty in realizing personal writing value, some high-level creators are reluctant to engage in the creation of network tweets, or there is obvious job-hopping between platforms, which reduces the production rate of high-quality articles and reduces the possibility of generating positive ideological and political education value for readers. On the other hand, there is a lack of an elimination mechanism for poor-quality articles. Some low-level creators continue to create articles of low quality, such as becoming a "headline party" to attract people's attention and creating articles of "drawing war" to gain popularity. Driven by economic interests, some high-quality creators even compete to follow suit, which degrades the atmosphere of network tweets and lowers the overall level of content quality of tweets. Enlarges the negative influence of network tweets on readers' ideology and politics.

(3) Lack of strong guidance, the understanding, and utilization of network tweets need to be strengthened

Network tweets are different from traditional reading modes. As a new thing evolved with The Times, the country and society have not developed enough and paid enough attention to its value. As a result, people generally lack understanding and acceptance, which makes it difficult to play its key role. On the one hand, the network tweets lack the strong guidance of the state, and reasonable factors are not given full play. There are few ideological learning apps in the market, and entertainment occupies the mainstream so that their negative value covers up their reasonable value. Special ideological and concept learning apps such as "Learning Power" also have the problem of utilization differentiation. They are mainly used among Party members and people with high adult quality, but ignore those who really need guidance, such as minors and the general public, and have obvious limitations on the use of "learning power". On the other hand, the mainstream form of education in China is still dominated by schools. Although the Internet is gradually becoming a new form of education, people's understanding of the value of network tweets is easy to be fragmented due to the conflict of traditional concepts. What's more, the concept of "network is harmful but not beneficial" is still kept, and network tweets are regarded as a kind of "spiritual opium", which is a product of no learning value. Therefore, it is difficult for network tweets to play their ideological and political educational value under this phenomenon [8].

4. Effective measures to correct the influence of online tweets on people's ideological and political education

The influence of network tweets on people's ideological and political education has two sides. Proper control can effectively play a positive role and give people's ideological and political ideas a positive impact. The negative consequences caused by improper control are far more serious than the traditional ideological and political ideas conflicts. It is important to take practical and effective measures to correct the influence of online tweets on people's ideological and political ideas.

4.1 Strengthen the supervision of online tweets and optimize the environment of online tweets for ideological and political education

(1) Strengthen the supervision mechanism of pushing tweets on Twitter platforms

To strengthen the supervision of online tweet push, on the one hand, it is necessary to improve the self-discipline of online tweet platform creators, formulate the admission standards for online tweet creators, and strictly review their entry procedures on the platform, carry out real-name and identity authentication and other forms on the way to popularize creators, so as to achieve "lifelong responsibility system for words and deeds", so as to break away from the virtual network communication platform. On the other hand, strict implementation of online tweet push review, increasing manual intervention, not limited to the single supervision mode such as keyword retrieval, and constantly promoting technological innovation to find more reasonable supervision mode, such as the use of platform review and supervision and real-time reading supervision of readers, to purify the environment of online tweets [9].

(2) Innovate the multi-subject co-supervision model

The supervision of network tweets should not be limited to the platform itself but should make full use of the joint supervision of multiple subjects and clarify the supervision responsibilities of each subject. From the perspective of the national government, reasonable laws should be formulated to strictly limit the illegal behaviors of online tweets and regulate the industry with coercive force. At the same time, necessary administrative supervision means should be taken to punish the creators of tweets pushing bad information and put in place. Secondly, at the platform level, a benefit-oriented regulatory model can be adopted to strengthen the encouragement of quality content, greatly reduce the profit of negative network Twitter creators, and encourage the creators to take the initiative to launch tweets that are more in line with the core socialist values. Finally, at the level of readers, they should also consciously undertake the supervision obligations of online tweets, and promptly report the outflow of illegal content, so as to form a "trinity" supervision system of national government coercion, platform incentive, and readers' consciousness.

4.2 Introduce high-quality creators actively to improve the quality of ideological and political education-related tweets

(1) Increase the introduction of high-quality creators

Government publicity departments can take the initiative to introduce strategies to strengthen the

introduction of high-quality creative groups, such as encouraging teachers and media accounts with a correct and firm political stance, giving appropriate support, and gradually increasing the proportion of high-quality creators. Or at the same time through regulatory measures to guide the platform to release content in line with the mainstream values of the social creators to increase the distribution weight ratio. We can also adopt the mechanism of placing the recommended pages of relevant national current affairs and policies at the top to increase the possibility of readers reading such articles. The use of comprehensive measures to strengthen the value of tweets to ideological and political education.

(2) Strengthen the elimination mechanism of inferior creators

In order to obtain high profits, some online Twitter creators take the click-through rate of users as the sole purpose of writing, completely disregard their own social responsibility, and make traffic revenue by negative online Twitter content. The platform should intensify efforts to crack down on them, use the intervention mechanism of tweet push to strengthen content detection, reduce the distribution weight of articles with sensitive content violating regulations, and gradually adopt the elimination mechanism for the creators of online tweets with negative meaning, such as those that do not conform to the mainstream values of society, so as to deepen the overall quality of online tweets and establish an all-round and multi-level tweeting mechanism. The promotion of content debate should be strengthened to generate more online tweets that have a positive impact on people's ideological and political education [10].

4.3 Strengthen the guidance of national ideology and build a daily ideology learning Twitter APP

(1) Increase the concept orientation of network tweets and change people's resistance psychology

The profit-oriented online Twitter APP is not entertaining and lacks learning ability. However, it unilaterally replaces people's overall view of online Twitter. Most people regard it as a negative product unrelated to learning. The country and society should promote people to change the concept of online tweets, build online Twitter apps with the nature of daily learning, change the phenomenon of ubiquitous entertainment and change people's traditional ideas. At present, only ideological and ideological learning apps represented by "learning Power" are relatively mainstream. The country can gradually open up new ideological and ideological learning online tweets and hide the content of ideological and political education in these learning apps' tweets in a permeable way. For example, push hot news with positive energy, comments on social phenomena, online literature, animation, film, and television works.

(2) Guide the popularization of idea-learning online tweet APP

Ideological and political education has been integrated into every aspect of Chinese society, forming the educational pattern of "big ideological and political courses". The ideological and ideological learning online Twitter APP represented by "learning Power" is a new carrier with the characteristics of The Times after the extension of traditional ideological and political education methods. We should expand the use of similar online Twitter apps such as "Learning Power", not only to those with advanced ideologies but also to the general public from Party members, so as to reduce the fault lines and polarization of ideological learning. An important area of popularization is to push tweets that meet the needs of the elderly, children, teenagers, migrant workers, and other groups. Meanwhile, the state, society, schools, and organizations can use their influence to form institutionalized learning models and give play to the reasonable value of learning online through Twitter apps as a new carrier of ideological and political education. At the same time, attention should be paid to making its ideological and political education methods keep pace with The Times, so that the value of its ideological and political education can play a full role in the popularization while being effectively guided and attractive [11].

5. Conclusions

By analyzing the connotation and characteristics of network tweets and grasping the duality of the value of network ideological and political education and its utilization, this paper dialectically discusses the ideological and political value of network tweets from both positive and negative aspects. At the same time, we propose effective measures to correct the ideological and political education of online tweets for the shortcomings in the current situation. On the one hand, this paper provides ideas for the research of existing problems in the field of online tweets, enriches the current research results, extends the new carrier of ideological and political education network, and fills the gaps in the existing research field; on the other hand, while elaborating the ideological and political education value of online tweets, this paper plans the future development path and utilization of online tweets from the side, and the systematic implementation is expected to make online tweets a powerful carrier to build the mainstream national ideology and

cohesive national core values in the 21st century. Here, we sincerely hope that the research results provided in this paper can draw people's attention to the ideological and political educational value of online tweets and help further develop and bring into play the ideological and political educational value of online tweets while working together to create a clear wind of the Internet in the field of online tweets and show the contemporary value and political significance of online tweets.

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