

The Value Exploration of the Student Backbones in the Process of Ideological and Political Education in Universities

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Abstract: With the continuous development of network technology, the channels, methods and contents of information dissemination are increasing, the quality of network works is uneven. Negativity can have a detrimental effect on people's values and lives through certain network works. Young college students, as active network groups, are not sufficiently strong in their ideals and beliefs, nor are they sufficiently mature in terms of their minds and values. Those who experience setbacks in their daily studies and lives are susceptible to negative cultural influences, experiencing the harmful culture of the network, and choosing to remain passive and swinging, which is not beneficial for student development. Students can benefit from the peer support provided by the student backbones, which helps them understand the negative cultural effects of their network. They will also provide guidance on problem-solving techniques and feeling warm and companionship. This paper is attended to use the student backbone as a link between home and school to help parents understand their real needs and practical deficiencies and offer specific recommendations. It helps explore an effective way to give full play to the student backbone in the process of ideological and political education in colleges and universities, promote the continuous enrichment of the objects and working methods of ideological and political education in colleges and universities, and the continuous updating of the talent training mode, so as to empower ideological and political education in colleges and universities.

Keywords: network negative culture; young college students; peer counseling; ideological and political education

1. Introduction

Our country has always attached importance to the young generation, and emphasized the importance of it for many times. As an important part of the youth group, college students determine the future of the country and the nation. However, more and more negative cultures are flooding their lives, affecting their health and hindering their growth. At present, negative culture mainly breeds and spreads among young college students through the internet such as "funeral culture" and "Buddhist culture" represented by "Ge You lie, sad frog"; "Mixed to death" of the "decadent culture" and so on. In order to increase the "gimmicks", the real economy takes advantage of the characteristics of young students' pursuit of individuality and strong curiosity, caters to and even exploits the problems, wantonly hype, and launches a series of "negative" products, such as "hopeless yogurt" and "toxic chicken milk tea". Under the joint siege of negative culture of network and entity, many young college students are influenced by such negative emotions and gradually lose themselves.

The negative network culture has attracted the attention of a large number of scholars, who have studied the harm of the negative network culture from different aspects. The results show that it affects the campus culture and good learning atmosphere. Some students are not interested in learning, collective activities and social practice, but are addicted to the virtual world [1]; it may cause young people to form the wrong three views, not conducive to young growth and future success. It breeds value nihilism and generates decadent negative, not enterprising wrong outlook on life so that young people passively retreat from the world and lose morale [2, 3]; it can easily lead to serious psychological problems in young people, exacerbating the self-identity crisis of college students, enhancing the sense of anxiety and confusion, and inducing psychological problems [4, 5].

In practical work, it is found that some students will spread to the negative cultural influence to their classmates after being affected by negative culture. The main performance is to post negative pictures and texts on social platforms ;encounter problems always escape; when talking about the future, I always feel confused, denying efforts, denying myself, and even persuading hard-working students around me that efforts are useless. The negative network culture has seriously affected the healthy growth of young students. Although ideological and political workers in colleges and universities have recognized such problems and adopted methods such as talking and preaching to help students stay away from negative culture, the effect is limited.

In view of this situation, ideological and political workers in colleges and universities urgently need to explore an effective way to help college students stay away from negative culture, establish correct three views, and shoulder the historical mission so as to promote the continuous enrichment of the working methods of ideological and political education in colleges and universities and the continuous updating of the talent training mode, and empower the ideological and political education in colleges and universities.

2. Research ideas and methods

Young college students are easily affected by negative culture, which is mainly divided into internal and external reasons. The external reason is that with the development of the internet, many mercenary people attract more attention and get more network traffic, wantonly create anxiety and sell, and tout the theory of nothingness of value. In order to cater to this kind of thought, offline stores play “lying flat” and “decadent” cards. Offline and online jointly weave a network of negative cultures besieging young students. The main internal cause is the students’ ideals and beliefs are not firm enough, their minds and values are not mature enough, their cognitive ability needs to be improved, their self-awareness is not clear enough, and they lack care, guidance and companionship. When faced with setbacks that they cannot handle, they fail to get proper guidance. “Decadence”, “sadness” and other negative emotions fill their minds, and gradually begin to doubt life and abandon themselves.

Using the peer education working method, we can effectively solve this kind of problem. Peer Education first appeared in the late 18th century and early 19th century "guided student system" teaching method, that is, teachers teach, students choose; Zhu Xiaoman (2005) proposed that peer education, also known as peer tutoring, means that peers help and tutor each other in activities with various activities as the carrier.

Student backbones are not only advanced elements in the student group, with firm political stance, but also better than ordinary students in ideological quality, comprehensive ability, professional knowledge learning and other aspects. They have the ability to help other students and help more effectively. In addition, compared with teachers and classmates, they have a natural advantage in carrying out their work. They are closer to their classmates, and they are more similar in facing practical difficulties and considering problems. It is concluded that taking the student backbones as the main working group and giving full play to the power of peers can explore an effective way to help other students establish correct world outlook, outlook on life and values and grow up healthily.

3. Effective countermeasures to help students stay away from the negative culture of the network

3.1 Strengthen the propaganda of mainstream culture, introduce negative cultural hazards, and guide young college students to establish correct world outlook, outlook on life and values

Online publicity should be effective. The student backbone tell the content and harm of negative culture in a way that students are willing to accept, occupying the new heights of online education. The students often browse the college, school official website, Douyin, Bilibili station and other social platforms to contribute, the content into comics, video and other forms to attract students to watch, reprint, expand coverage, to ensure the effectiveness of the work.

Offline publicity is effective. For students at school, we will set up explanatory publicity boards in public places such as cafeterias and classrooms during the period of large turnover to explain negative cultural connotations and forms of expression, so that students can understand that words, pictures and videos used in daily life form negative internet culture. It explains clearly the serious harm of negative internet culture to individual, collective, society, state and other levels, and guides students to accurately and comprehensively understand negative Internet culture.

3.2 The student backbones take measures to meet the effective needs of students, relieve the pressure of young students.

By means of online questionnaires and offline interviews, the student backbones understand young students' views on the negative culture of the network, whether they recognize it as a negative culture, and the main reasons for liking such cultural works; if you know that it is a negative culture and willing to sink, guide students to propose solutions to their own problems, put forward the need for outside help, take targeted measures to help them out of the negative cultural impact.

(1) If students take negative culture as the label of individual novelty in pursuit of novelty and individuality, keep up with the times, such as anime and short videos, to help accurately understand negative culture;

(2) If the students' value are hugely impacted by their personal ideals and unfirm beliefs, we should adopt the organic integration of new media education and traditional education methods, innovate education methods, expand the education channels of college students' socialist core values and carry out practical and cultural activities in addition to the main theme curriculum education, and help them strengthen their ideals and beliefs;

(3) If the student life is not satisfactory, seek solace in the negative culture to understand their needs and difficulties, guide them to write a diagnosis and treatment list for themselves, list the help behaviors they are eager for the outside world to take, and the student backbones take targeted measures to help them get out of their life and return to normal life.

3.3 Play the positive role of the student backbones to strengthen the linkage between home and school, and form a coaxial force.

Previous research shows that most of the students who are deeply influenced by negative culture have problems such as asymmetric and out-of-step information between school and family, and inappropriate family education methods. Establishing a communication relationship of mutual trust between home and school and forming a joint force of co-education is an important way to solve the problem.

Taking the Student backbones as the main body of contacting parents, this paper carries out comprehensive and real information feedback on students's performance during school from the perspective of students, so as to help families understand students' real performance ; according to their own learning, life, growth and psychological process, they show their parents the life pursuit and values of contemporary young college students, and help them establish positive and correct educational concepts. Put forward effective suggestions such as increasing information interaction between home and school, paying attention to daily care, giving care and comfort in time when students are depressed when they encounter practical difficulties, adhering to the correct value guidance, paying attention to the proper will grinding of children, and making the family become the harbor for young college students to rest and the source of struggle motivation. The work of home and school is in the same direction, helping students to stay away from negative culture and grow up healthily.

4. Summary

(1) Working methods should keep pace with the times. When helping students correctly understand the negative culture and harm of the network, it is necessary to adopt a way that students are willing to accept and make good use of the network media platform.

(2) Work groups should be carefully selected. Compared with school teachers, the student backbones are closer to their classmates, facing more realistic difficulties and consider more similar problems, which can improve the work efficiency.

(3) Work content should be close to the actual needs of students. In the early stage, the main reasons for the negative cultural influence of the network were clarified through research, and targeted work was carried out to solve the practical problems they encountered, to impart experience and practical help, to infect others with actions, and to help form correct world outlook, outlook on life and values and grow up.

(4) The student backbones help to form a home-school joint force, coaxial in the same direction can effectively solve the problem. Taking the student backbones as a communication link can help families

clearly understand the situation of students at school and give effective suggestions, which will be conducive to achieving work results.

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