

The Orientation and Enlightenment of Tiktok on Ideological and Political Education of College Students

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Abstract: With the upgrading and iteration of Internet technology and the rapid development of social media, Tiktok, as the representative of personal media platform, is deeply loved by contemporary college students. At the same time, only when "Tiktok" endows ideological and political education with the function of making it the flow entrance to spread mainstream values, can it give correct education and guidance to college students and better help them grow and become talents. In the information age, the high utilization rate of "Tiktok" among college students makes college students become a huge user group of "Tiktok". Spreading the mainstream value in "Tiktok" can make college students accept it imperceptibly. The use of "Tiktok" to carry out ideological and political education is a development beyond the main channel and main position of ideological and political education classroom teaching, which fills the blank field of ideological and political education for college students. "Tiktok" can realize the organic combination of text, music and video, and the information in the video is highly concentrated, targeted and oriented, which has a more visual, intuitive and three-dimensional performance effect for ideological and political education.

Keywords: Tiktok, college students, ideological and political education

1. Introduction

The rapid development of Internet technology has led to the emergence of "Tiktok", which is a software integrating video, music and social networking. "Tiktok" is popular among college students because of its rich and diverse content, accurate technology and novel and unique form. "Tiktok" is a double-edged sword. On the one hand, it impacts the ideological and political education of college students, and on the other hand, it boosts the development of ideological and political education of college students. As a new app, "Tiktok" attracts college students by virtue of its unique design. The emergence of "Tiktok" is a product of the development of the times, which has been thoroughly penetrated into public activities and is deeply loved by the public, especially by college students[1]. Some students have even become seriously addicted, which has seriously impacted the thinking of college students and endangered their healthy growth. Dialectically viewing the influence of "Tiktok" on ideological and political education and correctly using "Tiktok" to carry out ideological and political education can greatly enhance the effect of ideological and political education. "Tiktok" is a new carrier of ideological and political education in the new era. We should use the new platform of "Tiktok" to carry out efficient ideological and political education activities. Give full play to the advantages of "Tiktok", shorten the distance with young college students, and carry out ideological and political education in an affinity way. It is a new topic for the current ideological and political education of college students to integrate "Tiktok" and ideological and political education, innovate the path of ideological and political education of college students, give play to the tool advantages of "Tiktok", and carry out ideological and political education with the help of "Tiktok" platform.

2. Orientation mode of Tiktok

"Tiktok" realizes the organic integration of video, music and social functions, and users' needs of various sensory and psychological levels can be synchronously met in "Tiktok". The reason why "Tiktok" has emerged as a new force in the new media era is that it is welcomed by the youth groups. Compared to traditional graphic and textual expression methods, short videos are deeply loved by users due to their unique short, precise, and fast content, which can better meet the needs of young people.

2.1 "Accurate positioning+precise push" to improve the pertinence of ideological and political education

Different from other short videos, Tiktok, which has a high market share, is committed to building a "music short video community focused on young people". Its precise positioning has enabled it to gain a large number of loyal young users. The group of college students who are active in thinking, expressing themselves, and enthusiastic about socializing is one of the main groups. According to the 2020 Tiktok College Student Data Report, as of December 31, 2020, the number of Tiktok college students has exceeded 26 million, accounting for nearly 80% of the total number of college students in China [2]. The product positioning of Tiktok is highly consistent with the main users and ideological and political education objects in colleges and universities, which provides a new carrier for ideological and political education in colleges and universities. Based on the recommendation mechanism of big data technology and algorithm, Tiktok accurately pushes the content of ideological and political education to college students, greatly improving the pertinence of ideological and political education.

2.2 "Easy to operate+music short video mode" to broaden the channels of ideological and political education

Tiktok stands out from many short video platforms because of its simple operation and wonderful content. Users do not need to have superb editing technology, nor do they need to use third-party editing software. They can directly perform editing, soundtrack, filters and other operations in Tiktok. There are more diverse video templates. One click application can generate wonderful videos. "Video Xiaobai" can also become a "video talent" through Tiktok. The traditional ideological and political education, which mainly relies on the classroom, is taught face-to-face by the subject of ideological and political education to multiple objects, mainly through language and writing, and is limited by time and space. On the Tiktok platform, we can enrich the form of ideological and political education by combining rich music and short videos, and by combining audiovisual methods, which breaks through the limitations of time and space. Its simple operation also provides the possibility to broaden the way of ideological and political education.

2.3 Enhance the effectiveness of ideological and political education with the attribute of "interactivity+short and fast"

With the changes in the psychological behavior of college students in the new era, the traditional "indoctrination" passive education method is no longer able to meet their needs, lacking interest, timeliness, and interactivity, and unable to achieve the expected educational effect. The Tiktok platform provides the basis for interaction between users with the likes, sharing, and comments mechanism [3]. Through this interaction, on the one hand, ideological and political educators can get instant feedback to keep abreast of students' mastery and needs; On the other hand, conducting ideological and political education in a way that students enjoy, can stimulate their interest and initiative in learning. In addition, college students who are deeply influenced by the fast-food culture can hardly keep their focus for a long time, and the "short and smooth" characteristics of Tiktok enable ideological and political education to influence college students' thoughts and behaviors imperceptibly, and the effectiveness of ideological and political education has been greatly improved.

2.4 "Fission based communication" to expand the influence of ideological and political education

Different from the semi public communication mode of WeChat and the centralization of "Opinion leader" on Weibo, Tiktok has broken the social circle of acquaintances, and even if there is no attention, it can also brush high-quality videos. At the same time, it has also achieved decentralization, that is, it is not based on the size of fans, but only based on the video quality. The video quality will be determined by the video completion rate and users' likes, comments, forwarding and other interactive behaviors, this provides the possibility for the widespread dissemination of high-quality videos. On the other hand, on the Tiktok platform, users can watch, brush and share videos. The sharing platform is also open. Videos produced on the Tiktok platform can also be released on other third-party platforms. This "snowball" fission communication mode has greatly expanded the scope and influence of ideological and political education.

3. The enlightenment of Tiktok on college students' ideological and political education

With the infiltration of "Tiktok" into college students' life, if the positive guidance is not timely and effective, it will bring more serious negative effects to college students' ideological and political education. How to overcome the negative effect of "Tiktok" on college students' ideological and political education, and how to use the advantages of "Tiktok" to innovate the path of college students' ideological and political education are the ideological and political education problems that need to be solved urgently[4]. In the face of the opportunities and challenges brought by short videos, we should take the initiative to seize the position of ideological and political education, give full play to the role of "Tiktok" in online ideological and political education, and enhance the appeal of online ideological and political education.

In the new media era, "Tiktok" has been popularized and developed continuously with its unique advantages. "Tiktok+ideological and political education" has become an innovative way of online ideological and political education. The integration of Tiktok and ideological and political education is a new mode of ideological and political education in the new era. It can break through the limitations of the traditional ideological and political education mode, greatly expand the new field of ideological and political education, and enhance the affinity and timeliness of ideological and political education in colleges and universities[5]. Strengthen the research, development and utilization of "Tiktok" in the ideological and political education of college students, skillfully use the technical advantages and communication characteristics of "Tiktok", strive to improve the knowledge dissemination, political leadership, value influence and ideological penetration of "Tiktok" culture, and make "Tiktok" a tool serving ideological and political education, which is the goal orientation of work at this stage. The production of videos in "Tiktok" is relatively simple, but the production of short videos with ideological and political education as the theme and popular with college students is not simple. Low quality "Tiktok" content will be quickly ignored by college students, and cannot obtain the effect of "Tiktok+ideological and political education". Only when innovative thinking is fully considered in terms of video content, quality, form, and other aspects can it be favored by college students while disseminating ideological and political education content.

3.1 Improve the supervision mechanism and build a positive energy protection network of "Tiktok"

Inadequate content review has become a major hidden danger in the rapid development of Tiktok, which has also led to the ban of Tiktok at home and abroad. The "Tiktok" platform should strengthen self-discipline and make great efforts in the audit. It should not blindly pursue interests, ignore the quality of video content, and let illegal businesses exploit loopholes. The operation team must adhere to the legal red line and moral bottom line, and firmly resist the dissemination of vulgar content. In addition, it is necessary to form a regulatory mechanism with joint management and multi-party participation, create a good ecological environment in the network, and play the role of the supervision power of all members of society. Once users discover the push of vulgar videos, they promptly report and complain, and nip vulgar content in the bud. As a new app, "Tiktok" is not well regulated at present, and it is difficult to identify the illegal content involved. "Tiktok" needs to further strengthen legislative thinking, so that the definition, cleaning up and punishment of illegal content can be legally supported. Universities should improve the network management system for college students, continuously improve the real name registration system, public opinion warning system, and network crisis response plan system. Strengthen the supervision of "Tiktok", clean up the illegal "Tiktok" accounts on campus in time to avoid the outflow of bad content [6]. With the help of big data technology, colleges and universities can develop intelligent identification and network monitoring systems through artificial intelligence algorithms, intercept bad content at the first time, and correct and educate college students' addiction to "Tiktok" in a timely manner. In order to create a clean and positive "Tiktok" network ideological and political education environment, it is necessary to strengthen governance on the review of video content, compact the main responsibility layer by layer, strangle the illegal short video content of "Tiktok" at the initial stage, and prevent the spread and forwarding.

3.2 Occupy the "Tiktok" position and spread the "Tiktok" positive energy

"Tiktok" is a new front of college students' ideological and political education. The ideological and political education of college students in the new era should be closely combined with modern science and technology. The use of "Tiktok" to carry out ideological and political education has enhanced the sense of the times and appeal of ideological and political education. The ideological function of

"Tiktok" has been promoted in the first place. Colleges and universities should make full use of the advantages of the "Tiktok" platform, actively carry forward the positive energy of society, spread Marxist theory and Core Socialist Values, and cultivate new people of the times to undertake national rejuvenation. Colleges and universities should fully realize that "Tiktok" is an important platform for network ideological and political education in the future, and should set up special personnel to manage "Tiktok" in schools. Colleges and universities should take the initiative to make the "Tiktok" platform a new field of ideological and political education. For example, colleges and universities can apply to open an official account of "Tiktok", and a special person is responsible for managing and operating the official Tiktok of the school. Continuously optimize the content system of mainstream ideology and promote content centered on mainstream values. In terms of topic selection, student-centered, choose topics that are in line with the characteristics of young students and closely related to university life, so as to resonate with students; In terms of establishing forms, avoid being rigid and singular, mobilize multiple perspectives, and attract students' interest. In addition, the campus role model is very important. Give full play to the role of "Opinion leader" on the "Tiktok" platform, and make corresponding Tiktok videos based on the example deeds, so as to strengthen the recognition of college students.

3.3 Innovate the content and form of "Tiktok" and improve the timeliness and interest of ideological and political education

In "Tiktok", positive energy short videos that attract a large amount of traffic are often seen. It is necessary to study such videos, find out the rules of their popularity, and produce "Tiktok" videos with the same characteristics as such videos. We cannot rely solely on a hot topic in real life to attract college students, but should explore the laws of high-quality positive energy videos. With the help of the Tiktok platform, colleges and universities spread the content of ideological and political education among college students, and transmit positive energy in the "Tiktok" platform, so that college students unknowingly receive ideological and political education. The "fragmentation" of "Tiktok" is worth popularizing, making full use of the short time characteristic of "Tiktok" video to spread positive energy can produce high-quality short videos featuring red culture, campus touching stories, and role models of the times. The ideological and political education of college students should be tailored to different people and students' aptitude. "Tiktok", supported by modern high-tech, can achieve this goal. Based on the physical and mental characteristics of college students, give full play to the advantages of short videos, create video content that college students like to see, use words that college students are familiar with, attract students, and make "Tiktok" become a real network ideological and political education position. The "Tiktok" platform collects the ideological status of college students through Big data technology, and with the help of AI recommendation technology, it can push corresponding ideological and political education content videos to each college student, which meets the requirements of personalized education in college students' ideological and political education. Guide college students to create content, and Tiktok encourages users to create UGC content. College students are not only audience, but also content producers. College students can create high-quality short video content in "Tiktok". By attracting students to participate in the production of short videos in this way, they can showcase their own style and transmit positive social energy. In the production of short videos, college students should remember not to blindly imitate the so-called "Tiktok Online Celebrity" and lose their own value in life, but to actively become the "Tiktok Online Celebrity" with positive energy of "Tiktok".

3.4 Use "Tiktok" precise recommendation technology to improve the accuracy of ideological and political education effect

The key technology of "Tiktok" is intelligent recommendation, which can greatly improve the effect of ideological and political education of college students when it is developed into systematic ideological and political education. Analyze the ideological dynamics of college students based on their browsing records and interactions under video comments. For example, in a video on current affairs and politics, if a college student has negative or inappropriate comments, intelligent recommendation technology can be used to no longer push related videos to college students. Multiple comments can be analyzed to analyze the ideological and political situation of college students, and then content with positive understanding can be recommended to college students based on the analyzed ideological and political situation. On the basis of the "Tiktok" algorithm, positive energy and valuable videos are highlighted by adding AI positive energy video selection. Precision recommendation technology can accurately push relevant content according to the characteristics of college students. The premise of

this technology is to obtain users' data information, and "Tiktok" can obtain users' personal information. Traditional ideological and political education requires incomplete and complex information acquisition methods in obtaining the information of the educated, resulting in inaccurate implementation of ideological and political education. However, with the help of the "Tiktok" accurate recommendation technology, it overcomes the drawbacks of traditional ideological and political education, can accurately obtain college students' information, and accurately push the corresponding positive energy short video content, greatly improving the effect of ideological and political education.

4. Conclusion

"Tiktok" has a large user group of young college students. We should fully understand the impact of "Tiktok" on college students' ideological and political education, and combine the advantages of "Tiktok" to innovate the path of college students' ideological and political education. Only when "Tiktok" endows ideological and political education with the function of making it the flow entrance to spread mainstream values, can it give correct education and guidance to college students and better help them grow and become talents. The traditional ideological and political education has fixed time and place restrictions. As a carrier of network ideological and political education, "Tiktok" overcomes the drawbacks of traditional ideological and political education. In the information age, the high utilization rate of "Tiktok" among college students makes college students become a huge user group of "Tiktok". Spreading the mainstream value in "Tiktok" can make college students accept it imperceptibly. The use of "Tiktok" to carry out ideological and political education is a development beyond the main channel and main position of ideological and political education classroom teaching, which fills the blank field of ideological and political education for college students. "Tiktok" can realize the organic combination of text, music and video, and the information in the video is highly concentrated, targeted and oriented, which has a more visual, intuitive and three-dimensional performance effect for ideological and political education.

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