

# Ideological and Political Education for College Students from the Perspective of Online Public Opinion

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**Abstract:** *In the context of the internet era, online ideological and political education in universities has made substantial progress, changing traditional educational models, breaking the spatial limitations of education, and enriching educational content. This paper adopts research methods of literature and logical analysis to deeply reflect and analyze the ideological and political education of college students from the perspective of network public opinion. Research suggests that educators should use the internet as a carrier; use it as a new battlefield, tool, and method for ideological and political education, further strengthen the work of online ideological and political education for college students, and improve the effectiveness of ideological and political education.*

**Keywords:** *online public opinion, college students, ideological and political education*

## 1. Introduction

With the arrival of the era of globalization and the rapid development of technology, the Internet has changed people's lives, learning, work, and thinking patterns. As an important group of Internet users, college students, facing digital and fragmentation network information, are prone to be incited and misled by improper remarks due to lack of social practical experience and low analytical judgment ability. They publish and issue extreme comments and opinions on many hot issues, resulting in online public opinion.

Online public opinion refers to the social and political attitudes, beliefs, and values of the public towards public issues and social management generated and held by the public through the occurrence, development, and changes of social events in a certain social space. The main body of online public opinion is netizens, including college students, who are both creators and users of online public opinion. They generate online public opinion through their own creative activities, and obtain massive information and knowledge through online public opinion, indicating that college students are a part of the main body of online public opinion[1]. Therefore, educators should use the internet as a carrier, as a new battlefield, tool, and method for ideological and political education, further strengthen the work of online ideological and political education for college students, and improve the effectiveness of ideological and political education.

## 2. The main problems faced by ideological and political education for college students from the perspective of online public opinion

### 2.1 College students lack network literacy and urgently need to update their management concepts

College students have limited ability to discern online public opinion. The worldview, outlook on life, and values of college students are in a sub mature stage. Faced with the impact of online public opinion, they inevitably believe some rumors and find it difficult to grasp the essence of events, and cannot objectively and correctly view and analyze the facts themselves. They often follow the same example and go further and further on the wrong path [2]. Moreover, their ability to use the internet is poor, and they are unable to protect themselves online, thus allowing some unscrupulous individuals with ulterior motives to take advantage of it.

College students have weak awareness of online civilization and self-discipline. Faced with the complex and ever-changing online public opinion, some college students impulsively "narrate",

forward, and even criticize society without distinguishing right from wrong, venting their unhappiness and becoming disseminators and creators of false information and online rumors. Some students even use their professional skills to destroy network resource information, modify website settings, and cause system paralysis, resulting in moral condemnation and legal accountability[3].

Faced with the above situations, managers often only block and avoid online public opinion, only criticize and preach to college students, and even oppress authority, while neglecting the essential demands of students. Lack of targeted education cannot fundamentally solve problems. Although this can suppress the spread of online public opinion in a short period of time, it has to some extent laid a hidden danger for the re fermentation of public opinion.

### ***2.2 The online public opinion guidance team is single, and the joint efforts in governance have little effect***

At present, the student affairs departments and counselors in universities are responsible for supervising and guiding online public opinion, but their strength is weak, so their effectiveness is minimal. There are three main reasons for this: firstly, the lack of emphasis on thought [4]. Some universities believe that online public opinion, especially negative public opinion, is short-lived and will automatically subside as long as this period of time passes. Therefore, the school allocates fewer personnel to the online public opinion team, which brings great difficulties to the handling of public opinion. Secondly, self media is difficult to monitor. Self media information has the characteristics of explosive and rapid dissemination. When university staff are still conducting discussions and judgments on public opinion, relevant public opinion may be spreading rapidly on a large scale, causing online public opinion work to be in a passive state. Finally, there are issues with the authorization of online public opinion monitoring platforms. Most online public opinion is first discovered by staff in the student affairs department of universities [5]. After the relevant department heads verify and confirm the public opinion, they then contact the relevant colleges to request their handling. During this process, the college and counselors are the passive recipients, and they need to spend more time conducting research and judgment, identifying and mastering the public opinion publishers and affected groups, and then developing reasonable solutions. From this, it can be seen that both in terms of public opinion control and personnel collaboration, negative public opinion cannot be controlled to the minimum extent in the first time, resulting in the impact of online public opinion on the campus network environment and bringing great difficulties to college students' online ideological and political education.

### ***2.3 The public opinion monitoring platform facilities are lagging behind and the linkage mechanism is lacking***

At present, although many universities attach great importance to online public opinion and have equipped monitoring platforms, due to limited funding, platform construction is still in its early stages, and even manual search is required for the mapping of some public opinions [6]. Compared to the characteristics of fast and wide dissemination of online public opinion, the detection platform facilities seriously affect work efficiency and quality, and also affect the quality of online ideological and political education for college students. The guidance and handling of online public opinion often involve multiple departments, but due to unclear regulatory responsibilities, universities often experience aphasia and passivity when facing negative online public opinion, losing the initiative in information dissemination, and thus unable to occupy the main position of public opinion. Losing the opportunity to establish positive public opinion will increase the difficulty of online ideological and political education for college students [7]. In addition, in the handling of public opinion, due to insufficient information sharing and interaction, cooperation among various departments of universities is insufficient. This fragmented approach to handling online public opinion greatly undermines the joint effectiveness of the matrix of online ideological and political education for college students.

## **3. Innovative ideas for ideological and political education of college students from the perspective of online public opinion**

### ***3.1 Strengthen educational guidance and clarify the direction of online ideological and political education***

University leaders should attach great importance to the online ideological and political education

work of college students, continuously enhance political awareness, grasp the political direction, political principles, and educational objectives, firmly follow the path of socialist education development with Chinese characteristics, and adhere to the socialist direction of education. Universities should effectively carry out the work of online ideological and political education for college students, establish a system for online ideological and political education for college students, strengthen technical means, and achieve moral education and talent cultivation[8].

The student affairs department in universities should grasp the new situation, new laws, and new methods of online public opinion propaganda work, correctly grasp the wind vane of online public opinion, attach importance to online public opinion guidance, occupy a dominant position in online public opinion, and guide college students' online ideological and political education. Through the analysis of online public opinion data, student department staff should summarize the rules, grasp the ideological and political dynamics, personality preferences, various needs, and value orientations of students, handle online public opinion with a targeted approach, and promptly eliminate negative public opinion in its infancy. Counselors should also attach great importance to student group gathering websites, such as WeChat official account, QQ group, forum, etc. The emergence of new media provides a place for students to express their opinions, express their emotions, and promote their opinions. However, due to a lack of management and improper supervision, its content is mixed, threatening the direction of online public opinion. Counselors should strengthen management and use institutional, technical, legal and other means to create a positive, civilized, and upward online public opinion environment for college students. Counselors are an important force in guiding online public opinion. Counselors should have high political sensitivity, strong sensitivity to public opinion, and a clear stance in upholding the ideological position of universities. Counselors should attach importance to online legal publicity and education, and strengthen college students' awareness of online civilization. In the face of complex and difficult to distinguish public opinion, counselors should help college students learn to identify, absorb, and resist, and guide them to correctly participate in communication and discussion of social hot topics. Counselors should promptly understand students' mental state and needs, quickly and accurately upload and distribute information, promptly clarify false reports and negative public opinion, patiently solve doubts, and solve problems perfectly. For students who have already been affected by negative public opinion, ideological and political education should shift from one-way communication to two-way communication, from simple preaching to persuasion, and truly achieve practical education work. Parents play an important role in online ideological and political education for college students. Parents need to communicate with students irregularly, understand their ideological dynamics, timely detect their negative emotions, and do a good job of persuasion. Parents should also strengthen their communication with school teachers to form educational synergy and enhance the effectiveness of ideological and political education.

### ***3.2 Practicing curriculum ideological and political education, focusing on online ideological and political education***

Firstly, universities should choose and use textbooks well. On the one hand, make solid use of theoretical textbooks for ideological and political courses. We must make good use of and present the newly revised textbooks for ideological and political theory courses in universities, arm the minds of college students with the achievements of the new theory of socialism with Chinese characteristics, and cultivate socialist builders and successors. Schools should strictly follow the requirements to subscribe to textbooks, leverage the advantages of offline teaching, transform textbook content into a knowledge system that students can easily accept, and help students integrate course content into their minds and hearts[9]. On the other hand, in light of the current situation, we will carry out the construction of the "Great Ideological and Political Course". Schools should make full use of the "cloud" classroom, provide ideological and political courses to combat the epidemic, and make good use of the "big textbook" of party history, so that ideological and political courses are closely integrated with reality, fully interact with practice, and resonate with the times. Schools also need to vigorously carry out "red" online courses, such as organizing students to watch live broadcasts of ideological and political courses, organizing online cultural activities with ideological and political salons as the theme, in order to improve students' online ideological and political level. Secondly, teachers should improve their ideological and political theoretical literacy and use the internet to expand the coverage of ideological and political courses. On the one hand, teachers should firmly adhere to their ideals and beliefs, stand firm in their political stance, always adhere to Marxism, and firmly believe in communism and socialism. On the other hand, teachers should improve their political sensitivity and strictly control their educational positions. The classroom represents the national ideology, and teachers should clarify the political bottom line of classroom teaching, establish a sound classroom teaching management

system, and ensure the safety of classroom ideology. Faced with false, false, and reactionary public opinion on the internet, teachers should have the courage to stand firm and criticize and refute, guide students to distinguish right from wrong, and prevent blind obedience. Teachers should adhere to the socialist core values to resolve online public opinion, vigorously promote the main theme, and let the "good voice of China" occupy the classroom position. In addition, teachers should innovate teaching methods, strive to integrate ideological and political classrooms with network application technology, open ideological and political classrooms through MOOCs, micro courses, VR, AI and other methods, promote diversification of teaching and learning methods, enhance the attractiveness and affinity of ideological and political courses, and enhance the influence and radiation of online ideological and political education positions.

### ***3.3 Strengthen management and supervision, build a big data public opinion management platform and system***

Schools should establish a sound leadership mechanism for monitoring online public opinion and clarify regulatory responsibilities. Schools should establish a leading group for online public opinion, use big data public opinion monitoring, warning, and command platforms, and do a good job in supervising, analyzing, and responding to public opinion. The relevant departments of the school are responsible for macro control and supervision of online public opinion information, and each college is responsible for the supervision of online public opinion information related to its own unit. The school must adhere to unified leadership, division of labor and responsibility, combination of points and areas, centralized decision-making, and coordination, establish a comprehensive, efficient, and timely network public opinion information supervision linkage mechanism, enhance the ability to respond quickly to emergencies, case sensitive, and public opinion hot spots, create a civilized, healthy, positive campus network public opinion environment, and provide a strong guarantee for the effective network ideological and political education of college students[10].

Establish a mechanism for monitoring and collecting public opinion. The Student Affairs Department and the Network Information Center should effectively strengthen the security management of online public opinion, assign dedicated personnel to be responsible, configure necessary equipment, and ensure real-time monitoring capabilities for key individuals, websites, forums, Weibo, WeChat, QQ groups, etc. The Student Affairs Department, Youth League Committee, and other departments should effectively guide online public opinion, establish a team of online public opinion commentators, and firmly grasp the leadership, initiative, and discourse power of online ideological and political education work in the face of public opinion without being absent, speechless, or passive. Standardize the process of reporting online public opinion. After the occurrence of online public opinion, the relevant units involved should immediately report the public opinion situation to the relevant departments of the school. The publicity department should decide whether to collaborate with the relevant departments to form a public opinion report and submit it to the school leaders in charge and the main leaders of the school based on the urgency of the public opinion. The content of the report should include: the release content of online public opinion, release time, publisher name, original link, and screenshot of the public opinion release page. Public opinion reporting should follow the principles of timeliness, authenticity, and objectivity to provide accurate information for consultation and judgment. Do a good job in analyzing and judging public opinion. After the occurrence of public opinion, the leading group of online public opinion should analyze the authenticity, intensity, scope of dissemination, and influence of public opinion, evaluate the trend of public opinion, and work with relevant departments of the school to develop public opinion prevention and control plans. While following the development laws of online public opinion, schools should strive to properly address public opinion in the first and shortest possible path. In addition, staff should form daily, weekly, and monthly public opinion reports based on the big data public opinion management platform, strengthen the analysis and judgment of online public opinion, and do a good job in public opinion warning. Especially before issuing policies and notices that affect the vital interests of teachers and students, schools should conduct public opinion risk assessments, predict potential public opinion incidents, and develop corresponding response plans.

Establish a response and disposal mechanism for online public opinion. Firstly, clarify responsibilities and ensure that online public opinion is managed by individuals. Schools must pay attention to source prevention, source governance, and source disposal, and be responsible, responsible, and conscientious. Secondly, classify public opinion and implement a graded response system for online public opinion. The particularly significant online public opinion is under the unified command and deployment of the school's main leaders to arrange related matters. Major or significant online

public opinion shall be discussed and handled by the school leaders in charge in conjunction with relevant departments. General online public opinion shall be handled by the heads of relevant departments in conjunction with the relevant departments of the incident. Finally, in the process of handling online public opinion, all departments and units should have a global awareness, work together to achieve information sharing, multi-party participation, and fulfill their respective responsibilities, and do a good job in handling online public opinion. Pay attention to the public response to online public opinion. Schools should promptly report the results of handling public opinion through documents, meetings, websites, Weibo, WeChat, and other platforms to effectively guide public opinion. For the disposal results of special or major online public opinion, the school can hold a press conference to clarify the facts to the public and eliminate adverse effects.

#### 4. Conclusion

The traditional mindset and educational philosophy are no longer able to meet the needs of ideological and political education in universities in the era of the internet. The rapid development of the external social and online environment has forced universities to attach importance to using the internet to provide ideological and political education to college students. In summary, under the background of online public opinion, it is necessary to carry out online ideological and political education for college students. At present, there are problems in online ideological and political education, such as a lack of network literacy among college students, a single public opinion guidance team, outdated public opinion monitoring platform facilities, and a shortage of professional talents. Educators should explore and innovate in education guidance, curriculum ideological and political education, management supervision, and the construction of ideological and political work teams, effectively improving the effectiveness of online ideological and political education work, and providing important guarantees for the physical and mental health development of college students.

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