

Challenges and Innovations of Ideology Education for College Students in the Environment of "Micro-Opinion"

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Abstract: With the widespread application of instant messaging tools such as Weibo and WeChat, the era of "micro-public opinion" has begun. Everyone has become the main body of producing, publishing, disseminating and consuming information. For this reason, a large amount of information is inevitably mixed with various violent, malicious and false information, which erodes the audience's ideology and values in silence. Carrying out this research will play a positive role in promoting the improvement of ideology educators, students and their teaching methods in universities. Especially for college students with active thinking and strong ability to accept new things. In this era of advanced Internet, public opinion on the Internet is constantly emerging, which has also affected us. This article mainly analyzes the main influence of the current "micro-public opinion" environment of college students, and puts forward the problems and improvement methods of the ideology education of college students in the "micro-public opinion" environment. Based on the analysis and research of this paper, the purpose is to promote the innovative development of Ideology education of college students in the "micro public opinion" environment.

1. Introduction

Creating ideology education is an important way to improve students' thoughts and three views. The current times are changing with the times, and the students' thoughts are also changing, which will directly affect the students [1]. In order to meet the needs of socialist development for talents and students' self-growth, innovative development should be actively carried out in ideology education activities in universities. With the widespread application of instant messaging tools such as Weibo and WeChat, the era of "micro-public opinion" has begun [2]. Everyone has become the main body of producing, publishing, disseminating and consuming information. For this reason, a large amount of information is inevitably mixed with various violent, malicious and false information, which erodes the audience's ideology and values in silence [3]. All of these processes are called communication or communication processes. The development of productivity brings about social differentiation. The communication and communication between individuals and groups, individuals and organizations, groups and groups, organizations and organizations appear [4]. The concept of media comes from the exchange of human nature and personality. The research will play a positive role in promoting the improvement of Ideology educators, students and their teaching methods. It is of great significance to the reform of Ideology education in Colleges and universities“ Micro public opinion will open a new page for ideology education in Colleges and universities [5].

The emergence of "micro-public opinion" environment is closely related to the development of China's increasingly sound network system. Compared with the previous cost of public opinion participation, "micro-public opinion" network provides a more convenient channel for participants. Coupled with the update of some application software, the development speed of micro-public opinion has entered the public life in a blowout way [6]. Especially for college students with active thinking and strong ability to accept new things. "Micro public opinion" environment provides a good opportunity for college students to speak freely, but it also has a negative impact on the mainstream ideology of college students, and brings great challenges to the ideology education in Colleges and universities [7]. Socialist core values will be more inclusive and enriched in the

context of globalization. Equal dialogue, mutual respect, freedom and democracy will become the new requirements of College Students' Ideology Education [8]. In the Internet era, the public opinion environment will have a great impact on the ideology education in Colleges and universities. Therefore, under the "micro public opinion" environment, the ideology education of college students and innovative research has important value and significance.

2. Main characteristics of campus "micro-public opinion" environment

2.1. Popularization of the right to speak

With the arrival of the Weibo era, the right to speak has changed from the small crowd to the public, with convenient functions such as information release, forwarding and comment, making it a platform for public information disclosure, mood expression and interactive discussion. Now we have entered the era of "the whole people speak" [9]. "Micro public opinion" environment is an inevitable form of public opinion under the background of micro era, which can greatly expand students' learning resources, and enable students to have information understanding and information exchange channels [10]. Figure 1 shows the analysis of network public opinion.

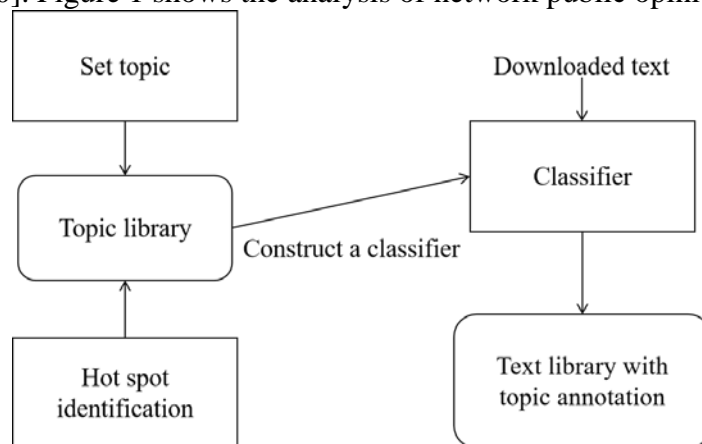


Figure 1 Analysis of Internet Public Opinion

And in the traditional teaching mode, college teachers and college students are in an unequal position in teaching. As a teacher, one plays a leading role in class, while as a recipient, the other passively accepts knowledge irrigation and thought taming. By asking open questions, teachers can build a friendly and equal relationship between teachers and students with the attitude of seeking advice from college students and making progress together. Under the strong communication and penetration of micro-media, college students have become one of the first audiences. Because college students have not yet entered the society, lack of effective screening and judgment ability, in the face of some misleading information, it is easy to become followers, lose their values. In a word, the "micro" era will achieve unprecedented development with the continuous progress and deepening of information technology, and deeply affect the life of college students.

2.2. Wide audience

Traditional media communication channels are one-way, and public opinion spreads in a single direction. In the Internet age, information is updated alternately, real-time interactive communication, free communication, collision and diffusion of ideas, and a wide spread path. People with ulterior motives have fabricated false information, pornographic information, violent information and so on in order to attract attention from the public. It is difficult to distinguish the true from the false, the good and the evil. Facing these irrational and extreme information, college students who do not know the truth may use their sense of responsibility to cause the continuous fermentation of public opinion. Figure 2 shows the mode of public opinion generation.

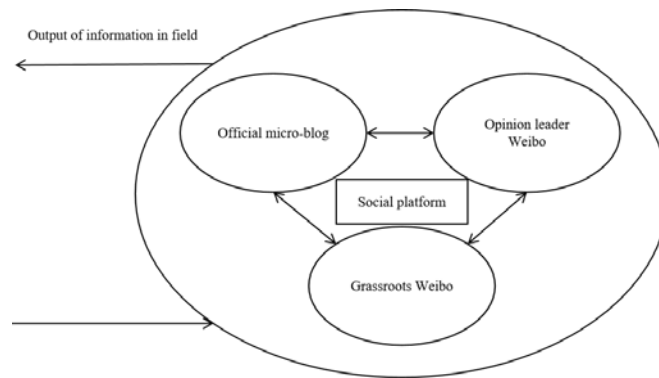


Figure 2 Weibo public opinion generation model

The virtual nature of the online world makes more and more people like to surf the Internet, make friends anonymously and comment anonymously. Even by selling fake and shoddy products anonymously, these phenomena have more or less become obstacles to the smooth progress of ideology education for college students. In the long run, college students are disturbed and influenced by these low-level and one-sided information, and their mental health and thinking concepts will be seriously eroded. Wechat is the main construction platform of "micro public opinion" environment, and an important way for the generation and dissemination of College Students' public opinion. The convenient way of communication, the communication circle based on strong relationship and the characteristics of highly educated and young users make wechat a fertile ground for the generation and even very active of public opinion. WeChat's friends circle and WeChat official account become effective channels for information dissemination. Therefore, the campus micro public opinion environment has a wide audience, and the public opinion diffusion ability is strong.

3. Analysis of the Countermeasures to Solve the Problem of Ideology Education of College Students under "Micro-Public Opinion"

3.1. Rich teaching content, adjust the role of teachers and students

Under the environment of "micro-public opinion", universities should pay attention to the construction of campus network and seize the ideological education position. Respect the main laws of public opinion dissemination, and correctly guide the publication of public opinion of college students. Pay attention to the life changes and ideological changes of college students, and provide timely material and psychological assistance to students in need. Since college students are interested in the platform of public opinion, universities can find their own way and use the hot events and news on the network platform of public opinion to arouse the enthusiasm of college students for exchange and discussion. College students are encouraged to speak freely and express their opinions in class. Teachers should guide their thinking timely according to their speeches. Therefore, it is necessary to cultivate the enthusiasm of students' Ideology construction, improve their screening ability, and let students form correct values. So ideology education work will be much simpler, but changing a person's values is a long-term process, it also needs to start from many aspects to achieve the goal construction. Network public opinion has brought great challenges to our work, but also brought opportunities for the innovation and development of Ideology education of college students.

3.2. Promote the construction of ideology education teachers

The popularity of the Internet, the rise of online media and the wide application of social software have fully expanded the position and content of ideology education for our college students. It can give full play to the advantages of fairness and openness of campus Weibo and WeChat public platform, and play an important role in teacher-student interaction and public opinion guidance. Create a group of excellent campus Weibo and public platform, and

comprehensively learn and popularize advanced experience and good practices. In this way, we can use the favorable information to promote the construction of mainstream ideological camp, carry forward and publicize the mainstream values, turn challenges into opportunities, and guide the formation of College Students' sound thinking and personality. The value of Ideology education lies in the cultivation of College Students' correct values and the subject consciousness of "micro public opinion" environment. By strengthening the construction of Ideology education environment for college thinkers, college students' interest and enthusiasm in Ideology learning can be actively improved. Figure 3 shows the ideology education system.

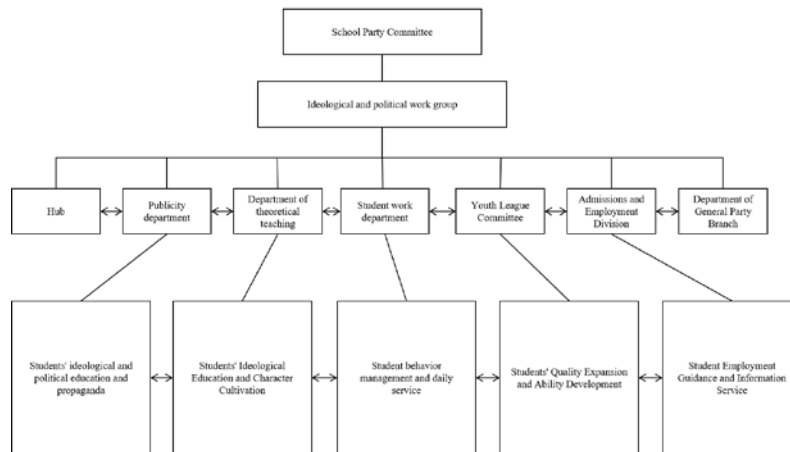


Figure 3 Ideology education system

The effective combination of classroom teaching activities and social practice activities enables contemporary young college students to establish correct values and ideology. When students develop their own correct values, then the ideology construction becomes a part of students' self-cultivation, rather than a burden in the form of task, which is the highest realm of Ideology construction.

4. Conclusions

The "micro-public opinion" environment brought by the development of micro-media is established by the public. However, at present, the quality of Chinese people is low, and moral constraints are discarded on the Internet. In addition, some vulgar, violent and pornographic information spreads very fast on the Internet because of the curiosity and the promotion of commercial interests. Under the background of "micro-public opinion", everyone can spread information, and the disseminators are no longer limited to organizations or groups of ideology education. Whether in the subject-object discourse right or propaganda position, whether in the media literacy or the network public opinion angle. In other words, whoever speaks on Weibo and WeChat may have an impact on young students' thoughts, anytime, anywhere and everywhere. As a group with higher education, college students are curious, master advanced science and technology and eager to communicate with others. And the network just meets their series of needs, so the network is very popular in this group and has been greatly developed. I believe that with more people concerned about this problem, our "micro public opinion" education will make greater development, and become the backbone of guiding network public opinion and spreading positive energy.

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