

Value, Influence and Path: An Analysis of Ideological and Political Work in Universities under the Background of Microblog

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Abstract: With the advent of the Internet age, microblog, a new phenomenon, is being accepted by more and more college students. The emergence of microblog provides new opportunities for ideological and political education, which is of great significance to ideological and political education in colleges and universities. At the same time, it also brings new challenges and has an important impact on ideological and political education work in colleges and universities. Ideological and political educators in colleges and universities should actively innovate the working methods of ideological and political education, constantly update the educational ideas, build a microblog platform, actively explore the new path of ideological and political education in the micro era, and effectively carry out ideological and political education in colleges and universities with the new carrier of microblog.

1. Introduction

As a media communication platform, microblog is characterized not only by simplification and fragmentation of information, but also by spreading and convenience of communication. It is very popular on the Internet and attracts people from all walks of life. On February 28, 2019, the China Internet Network Information Center (CNNIC) released the 43rd statistical report on China's Internet development in Beijing. As of December 2018, China had 829 million Internet users, including 35.57 million microblog users, according to the report. As an information communication tool in the new era, microblog is rapidly popularized among college students in China. Therefore, following the trend of the times and taking the initiative to use new media tools to carry out ideological and political education in colleges and universities is the inherent requirement of developing ideological and political education in colleges and universities under the new background.

2. The Significance of Microblog to Ideological and Political Education in Colleges and Universities

Ideological and political education, as a science that studies the law of formation and change of people's thoughts and guides people to form correct thoughts and behaviors, should follow the pace of the times, adapt to the changes of the environment, pay close attention to the regularity and frontier problems in the process of talent cultivation, and constantly promote its own innovative development. In 2004, the opinions of the CPC central committee and the state council on further strengthening and improving ideological and political education of college students pointed out: "take the initiative to occupy the new front of ideological and political education on the Internet. We should comprehensively strengthen the construction of campus network and make it an important means to carry forward the main theme and carry out ideological and political education. To realize the innovative development of ideological and political education in colleges and universities, it is necessary to put ideological and political education in the overall planning of deepening the comprehensive reform in the field of education and promoting the modernization of education. The decision on the major issues of comprehensively deepening reform made in the third plenary session of the 18th central committee of the communist party of China emphasized party building

and ideological and political work in colleges and universities, strengthen the system of socialist core values education, form a love of learning, laboring, the motherland activities, effective form and long-term mechanism; Comprehensively promote the construction of peaceful China and safeguard national security; We should adhere to the principle of "active utilization, scientific development, law-based management and ensuring safety", and form a pattern of network public opinion work that combines positive guidance and law-based management. This is not only the macroscopic background of strengthening network ideological and political education, but also the fundamental requirement of developing network ideological and political education. The emergence of micro-blog provides new opportunities for the overall work of ideological and political education. Micro-blog opens up a new field for ideological and political education in colleges and universities, and is also a new way to strengthen the timeliness of ideological and political education for college students. Therefore, microblog in the new era is of great significance to ideological and political education in colleges and universities.

2.1 Actively Build a New Platform for Ideological and Political Education.

The famous French Enlightenment thinker Claude Adrien Helvetius said, "by controlling the living environment of the students and giving them the necessary education, the educator can train the students to be what he wants them to be." Contemporary college students grow up with the Internet, and their values and behaviors reflect the characteristics of the Internet age. Microblog is a free and open platform integrating entertainment, leisure, social contact and marketing functions, providing college students with a new way to contact with society. Microblog has gradually become an online platform for college students to communicate extensively, and a virtual carrier for them to contact friends, meet strangers and expand their circle of friends. Every college student can freely exert, learn knowledge and exchange feelings on microblog. The use of microblog is not only convenient for personal freedom of speech, but also convenient for people to share resources. On the microblog platform, people of different ages, occupations and classes can communicate equally and fully in thoughts and life. Microblog has opened up a new platform for ideological and political education in colleges and universities. Ideological and political educators in colleges and universities can take microblog platform as an extension and continuation of classroom teaching, which is respected and loved by people. Influential teachers can open microblog to attract the attention of college students. Teaching in class and teaching out of class, teachers and students deepen communication, blend ideas, share resources, improve the level of ideological and political education, improve the effect. Microblog spreads information quickly and has a large amount of information and can obtain information in a very short time. Ideological and political educators in colleges and universities should use microblog to build a new platform for ideological and political education and innovate a new mode of ideological and political education.

2.2 Work Hard to Form a New Carrier of Ideological and Political Education.

The so-called carrier of ideological and political education refers to an activity form and material entity that can carry and transmit the content or information of ideological and political education and be used by the subject of ideological and political education, and promote the interaction between the subject and object of ideological and political education during the implementation of ideological and political education. At present, the main information transmission carriers of ideological and political education in colleges and universities include classroom teaching, special reports, symposiums, campus network publicity and social practice, etc. The emergence and development of micro-blog can complement the above-mentioned information transmission carriers in a beneficial way. As one of media carriers, microblog is conducive to forming a new carrier of ideological and political education. It can not only maximize the coverage of ideological and political education, but also enhance the timeliness of ideological and political education. Microblog as an open network platform, can carry a lot of education content, not only the direct ideological and political theory, but also many relatively implicit education contents. This way of information transmission can greatly enrich the content of ideological and political education and break the gap between the ideological and political education workers and college students.

Microblog can not only effectively supervise the past educational achievements, but also improve the spatial-temporal nature of ideological and political education, providing a good channel for instant dissemination of educational information, enhancing the effective integration of in-class and after-class learning, and improving the efficiency of ideological and political education. Microblog flexible information, release form and education content can be intuitive and three-dimensional to college students, implementing the innovation of ideological and political education mode, which is beneficial to change the empty, boring and dull image of the ideological and political educators in the students' eyes, to correctly guide students for discussion of some realistic problems, to firmly grasp the initiative of the network ideological and political education, to take the initiative to occupy the commanding heights of the network ideological and political education.

2.3 Better Realize the Function of Ideological and Political Education.

In the process of socialist modernization construction, the function of the ideological and political education plays a huge role. Microblog ideological and political education function refers to that through the microblogging platform and ideological and political education information transmission, it effects on people's ideological and political quality and moral quality, helps form moral character required by the social ideology, and gradually realize the goal of ideological and political education's effectiveness. Specifically, it includes the following contents: first, orientation function, which is mainly embodied in value orientation, goal orientation and behavior orientation. Value orientation refers to which ideological and moral information should be disseminated by microblog and how to interpret it. The nature of China's socialist ideology determines the monism of value orientation of microblog. Goal-orientation means that microblog not only provides a platform for people to pay attention to, but also mobilizes people's enthusiasm to care about state affairs, enhances people's sense of social responsibility, and subtly helps people set up correct life goals. Behavior orientation means that microblog standardizes users' specific behaviors through the creation of public opinions, the promotion of legal concepts and various codes of conduct. Secondly, regulating functions are mainly embodied in regulating psychological state, coordinating interpersonal relations and integrating conflicts of interest. Regulating psychological state means that people can reasonably vent their personal emotions on microblog, a relatively relaxed and lively platform. Meanwhile, microblog can also help people look at problems in a positive way by spreading advanced scientific theories and healthy and positive contents. Coordinating interpersonal relationship refers to that microblog can promote equal dialogue and beneficial communication between people and help people form more harmonious relations in the process of interactive communication. The integration of interest contradiction refers to that any subject has the opportunity to express their opinions on microblog, which promotes the communication and discussion between different interest groups, helps people better overcome psychological bias and cognitive bias, and facilitates the formation of a fair, reasonable and harmonious interest relationship within the whole society. Thirdly, communication functions are mainly embodied in information sharing, emotional exchange and humanistic care. Information sharing means that people can obtain various ideological and political education information on microblog, understand and digest them. Ideological and political educators can also release various ideological information and policies in a targeted way, so as to better realize sharing. Emotional communication means that people can achieve psychological and emotional satisfaction by interacting with others on microblog, close the relationship and remove the distance between them, so as to further strengthen the relationship between them. Caring for humanity and justice means that people take the initiative to help others on microblog, an interactive platform, and get corresponding help at the same time, such as "micro-love" and "micro-blog fight against kidnapping". Fourth, assimilation function, including model demonstration and peer influence. Example demonstration refers to the celebrities from all walks of life registered on microblog. As long as they can set an example, show a more positive and healthier image to the public, move them with positive thoughts and actions, and influence their thoughts and behaviors subtly, the demonstration effect will be more direct, deeper and more targeted. Peer influence means that through the interaction and communication on

microblog, more peer groups form corresponding microblog groups because of the same school, the same interest and the same city. In this group, people's unique ideas and behaviors exert great pressure on members, leading to the identification among members.

3. The Main Influence of Microblog on Ideological and Political Education in Colleges and Universities

With the advent of the Internet age, the multi-dimensional, complex and open characteristics of ideological and political education environment become more prominent. "Compared with traditional society, modern ideological and political education environment has more elements. The development of science and technology, especially the development of electronic information technology, has formed media environment and virtual environment. Media and virtual environment is a representative of the new environmental factors, especially the emergence of microblog, as a new type of network information transmission platform, has gradually become the important channel of university students' access to information, and it has a huge impact on their ideas, and the outlook on the world, life, values, politics, moral values and behavior, etc. The emergence of micro-blog has brought new challenges to ideological and political education, and it has had an important impact on ideological and political education in colleges and universities.

3.1 The Traditional Method of Ideological and Political Education Is Challenged.

The simplification and fragmentation of microblog information have greatly challenged the traditional way of the ideological and political education in colleges and universities, and the traditional education mode is threatened to some extent. In the past, the Internet development level is not high, the students' theoretical knowledge are mainly from books and teachers, and along with the rapid development of electronic information technology and network technology and the emergence of microblog, college students can get more information and learn more knowledge by microblog. However, many teachers have no way to keep up with the pace of the times, and gradually can no longer dominate the information, so this traditional ideological and political education model will often face embarrassment.

3.2 The Mainstream Values of College Students Were Impacted.

As an important channel for the dissemination of socialist ideology, ideological and political education in colleges and universities has distinct party and class characteristics, and its ultimate goal is to unify people's thoughts and regulate people's values. Microblog not only challenges the traditional methods of ideological and political education, but also impacts the mainstream values of college students. University students access to the microblog information will be affected by a variety of cultural elements of the impact, the good and the bad of these information are intermingled. It is mixed with some relatively backward, decadent ideas and vulgar culture information, what's more, with the college students having relatively few social experience and relatively weak identifying ability, in the face of such complex and diverse information, college students always feel disoriented, easily influenced by bad information, which impact the mainstream values and their shaping of college students.

3.3 The Self-control Ability of College Students Is Weakened.

Due to more and more convenient access terminals, more and more concise microblog release, higher and higher penetration rate of mobile phones, more and more people use mobile phones to refresh microblog. Although microblog can satisfy people's pursuit of information and display their personality incisively and vividly, any tool should be used in moderation. Microblog "scrolling" is so fast that if you disappear from microblog for an hour and a half, you may miss a big play or an important message. The curious dabbling psychology of college students drives them to spend a lot of precious time refreshing microblog, and they have a strong sense of dependence on microblog, forming a "soft addiction". Soft addiction is a new term coined by Judith Wright, a prominent American psychologist. It refers to compulsive habits, behaviors or emotions. Any of these

behaviors, such as excessive reliance on your phone, excessive sleep, procrastination, frequent checking of email, or logging on to twitter, can become a 'soft addiction' if they are over-committed or motivated by the wrong reasons. Although soft addiction can relieve the social, life or study pressure in real life, it is easy for college students to indulge in it and weaken their self-control ability.

4. The Basic Measures to Carry out Ideological and Political Education in Colleges and Universities by Microblog

As an emerging online medium, microblog should not be exaggerated in its efficacy, nor should it be regarded as a "monster", so as to avoid it. Ideological and political education workers in colleges and universities should actively innovate the working methods of ideological and political education, constantly update the educational ideas, build a microblog platform, actively explore new ways of ideological and political education in the micro era, and effectively carry out ideological and political education in colleges and universities with the new carrier of microblog.

4.1 We will Innovate the Working Methods of Ideological and Political Education, Update Educational Concepts, and Actively Build a Microblog Platform.

Microblog, as a new online medium, has entered into every aspect of college students' life and changed their ideas and ways of communication. Therefore, ideological and political educators in colleges and universities should face up to the power of microblog. In fact, "the power of microblog is not meager", "we should not take it as a monster to contain, but set up the concept of "micro age". Actively establish personal microblog, use the network language popular with students to arouse students' interest, increase the interaction with students, through the communication between microblogs, understand students' thought changes at any time, master students' thought fluctuations, and implement ideological education and guidance according to students' characteristics and problems. In addition, the ideological and political education workers should also form a faculty microblog, class microblog, student cadre microblog, poor students microblog, psychological consulting group and so on to strengthen the communication among group members, cultivate them the team spirit, enhance their sense of belonging, and to grasp the ideas of the different groups dynamic, targeted education, improve the teaching quality of ideological and political education. The strong development of microblog forces many ideological and political educators in universities to passively open microblog. However, most of their microblogs are domestic and international news, which is not close to students' real life and cannot meet their needs. At the same time, their microblog content updates slowly, which violates the characteristics of instant information on microblog and is difficult to attract students' attention. Therefore, ideological and political educators in colleges and universities should update their educational concepts, actively create attractive situations in microblog, display the real scenes that college students cannot visit in person through pictures or videos, and stimulate college students to generate positive moral feelings in their own experience. In addition, it is worth noting that the ideological and political education workers should also avoid the microblog tasks to perform or to run as a web site, not only to forward some news information professional knowledge or research, but should also actively originate some accords with the practice of the ideological microblog content, inspire students' creative thinking, the osmosis of the implementation of ideological education for students.

4.2 We will Effectively Regulate the Use of Microblogs by College Students, and Correctly Guide the Mainstream Values of College Students.

The current college students in the use of microblog, have not yet fully aware that this is an information exchange platform which is beneficial to their healthy growth, they express their views on microblog in order to attract more attention, some college students out of psychological self-expression deliberately published some unhealthy, vulgar and morally wrong information content, not only bring junk information to others, will also bring adverse effect to the development of their own health. Ideological and political education workers can make full use of the enormous

influence and permeation, microblogging platform to improve the ability of identifying information authenticity, concrete microblogging behavior of university students, correctly guide them not to use by people with ulterior motives, resist the spread of "micro" of negative thoughts, not to become the subject of breeding and spread of spam, fully give ideological and political work era characteristics, create a good network environment. Microblog has the characteristics of cracking propagation, which can achieve the geometric speed of propagation in a short time by "commenting", "forwarding" and other functions. Such propagation speed may bring more complexity and uncertainty. In this regard, in the process of using microblog, ideological and political educators in colleges and universities must firmly grasp the guidance of public opinion, not only to ensure that students can open their minds and speak freely, but also to timely stop a few improper remarks, to prevent the spread out of control, to avoid the spread of unhealthy information, and to correctly guide the mainstream values of college students. At the same time, attention should be paid to mobilize the enthusiasm of the majority of students to actively participate in supervision, give full play to the role of students as masters of self-management and self-service, do not believe or spread rumors, consciously maintain public interests, maintain their own image and maintain social stability. In addition, the network technology management department should also take advantage of the technical advantages, effectively control and strictly regulate the use of the network, and promote the healthy operation of microblog and the emerging network communication mode.

4.3 Improve the Network Literacy of College Students Actively and Guide College Students to Use Microblog Correctly.

From the group point of view, college students are complex, each individual is subject to different growth environment and mental development process, all have independent personality characteristics; From the perspective of individuals, it is simple that they show consistency to the characteristics of information reception, that is, they all have strong curiosity and cognitive acuity. "Modern ideological and political education is a practical activity based on the cognition and confirmation of the subject status and subjectivity of the educated." Microblog, therefore, under the background of ideological and political education should not only grasp the microblog through research, function of moral education, occupation, the construction of a new microblog the network media positions, even more fundamentally continuously strengthen the network literacy education of college students, improve the cognitive ability, form the correct network behavior, improve the effect of ideological and political education. Specifically, it can be carried out from the following two aspects: first, the ideological and political education department of colleges and universities should strengthen the guidance of college freshmen's life. Many college students in the university after indulging in the Internet, cannot extricate themselves and abandon their studies. Therefore, after new students enter the school, the school should hold some special lectures about the network or invite some professional media personnel to communicate with students face to face, so that students can initially master some network literacy knowledge, so as to guide students to make good use of the network as an advanced tool in their future life and study, and serve for their own success. Second, universities should offer network literacy courses and integrate them with ideological and political education. Network is widely and profoundly affecting the formation, changing and development of people's ideology and morality, and has objectively become a new front of modern ideological and political education. Faced with the challenge of micro-blog and the weakness of students' network literacy ability, ideological and political educators in colleges and universities should cultivate students' ability to control network information and acquire knowledge through network media in teaching.

5. Conclusion

Microblog is increasingly influencing and changing the way college students live, study and communicate, and influencing their values and codes of conduct. Ideological and political education workers must comply to, and take many kinds of ways to capture the "microblog", a new position,

with the help of this new platform of communication, expand channels of ideological and political education and resources to gradually perfect the system of the network ideological and political education work, firmly grasp the initiative of the network ideological and political education for college students.

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