

# Analysis of the Influence of College Students' Attention to the Network Positive Education Social Hot Spots

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**Abstract:** Since the reform and opening up, the accelerated social transformation has led to the emergence of a large number of hot social events in the network. Compared with the negative educational public opinion which can arouse public attention more, the positive social hot educational events are often ignored by the public in the public opinion space. The values of college students are in the period of shaping and forming, and the influence of social hot educational events on the values of college students is worth further exploration. How to expand the effect of positive education public opinion, how to further enhance the influence of positive education hot events, and improve the ability of college students to absorb thoughts and literacy from positive education hot social events is worth further study.

Hot social events lead the value orientation of The Times, and new social events constantly appear every day, which constantly affect college students' outlook on life, values and world outlook. Therefore, it is one of the new educational tasks for colleges and universities to make better use of the favorable resources of positive educational hot social events to carry out ideological and political education for college students.

## 1. Introduction

From the perspective of educational subjects, positive educational events can be simply divided into four categories: teacher subjects, student subjects, school subjects and official education departments. The subject category of teachers includes their words and deeds and educational achievements in the field of teacher occupation. For example, "Zhang Guimei, a model of The Times, promoted the establishment of a free high school for poor girls, creating an education miracle in the mountains", "6 post-90s rural teachers' group office band", "post-90s rural teachers walk 8 kilometers for school care every day" and so on. Student subjects focus on students' conduct, learning and other personal performance information, such as, "the" fairy dormitory "of the University of Mining and Technology" four brothers group postgraduate protection 985 ", "Three Gorges University medical student daughter with paralyzed mother to study", "Zhengzhou University students for seven consecutive years to send sanitation workers to weaving a neck" and so on. School subjects include school management, development and honor, etc. For example, "Tsinghua University is the champion of Asian universities", "Northwestern Polytechnical University developed a solar powered WiFi drone". The official education departments generally focus on policies and regulations, such as "Jiangxi Provincial Department of Education puts forward 8 Requirements on Further Strengthening Undergraduate Teaching Management", "Free normal university students are changed to government-funded normal university students, and the performance period is changed to 6 years", etc.

From the perspective of spatiotemporal distribution, the existence of social hot events of positive education has a great correlation with time. In the opening season, graduation season, enrollment season and examination period, relevant hot events tend to surge, showing a certain time regularity. In some regular time nodes, the media will also take the initiative to mine related events for reporting. From the point of regional distribution, positive education hot issues covering almost all over the country, because of the different level of education, economy and media development between regional differences, people's focus on education and vary, makes the positive education there exist certain differences in the influence of social hot issues, therefore, the positive education has regional social hot issues of spatial distribution.

From the perspective of the information dissemination platform selected by college students, the main platforms for college students to get in touch with social hot events of positive online education are mainly news and information information platforms such as Weibo and news websites. However, with the development of Douyin and other short video software, with the advantage of "short, smooth and fast", Douyin and other short videos satisfy the requirement that college students can obtain the social hot spots they want to pay attention to in a very short time, and become more and more the preferred media for college students to obtain social information.

To sum up, college students and teachers are still the main subjects of social hot topics of positive online education in China. With the increase of problems between students and teachers and the gradual emergence of the individualized characteristics of college students, the participation of official education departments and institutions as coordinating bodies and organizational decision-making bodies has been increasing. Secondly, the occurrence of social hot events in positive education is more and more closely related to time. Affected by regional economic development level and cultural factors, the spatial distribution of social hot events in positive education is different to some extent. Among the numerous media of positive education of social hot events on the communication network, Douyin and other short video platforms have gradually become the main media for college students to participate in the forwarding and attention of social hot events in a more rapid and intuitive way.

## **2. The necessity of strengthening the research on social hot spots of positive online education**

With the constant development of our country socialist market economy environment, the diversified social contradictions of objective existence as well as society in various fields of hot issues in the big background, the rapid development of the Internet platform has led to the spread of all kinds of information, especially the development of new media communication technology makes the network become the college students know the important way of information, the birthplace of network has become a social hot issues, become college students free expression prompted public opinion is the key of the fermentation. When major public opinion events in the field of education occur frequently, especially when some sudden negative events are often accompanied by relatively one-sided, negative and emotional views and opinions, they often cannot fully reflect social fairness and justice, and will increase the possibility of college students falling into negative emotions. Although the online public opinion of education occurs in the field of education, its influence has already penetrated into other areas of society.

The content full of positive energy, such as individual positivity, interpretation of responsibility and sense of responsibility, can play the social function of "warm news" in the hot social events of online education, which is particularly important for the construction of a positive public opinion environment. Among them, the "warm news", which reflects the spirit of students doing voluntary work, loving the country and loving the party, the spirit of teachers' professional dedication, and the value orientation of humanistic care in colleges and universities, can easily get widespread recognition and attention from the society, which undoubtedly has important practical significance for building a positive college network environment.

College students by surfing the Internet network social hot issues, not only can understand current events, timely and effective absorption of the party and the country's major policies and

huimin policy, strengthen the national consciousness and the sense of responsibility, to achieve education college students firm ideal faith, guides the student to foster much from living examples, and strengthen the national feelings. In addition, it can also deeply understand the law of problems in the field of network ideology, improve the ability of college students to judge problems through scientific spirit and rational thinking, and enhance their safety awareness and moral concepts. As college students actively participate in the network politics, we will also pay more attention to the pain points of social development, and through reasonable and just release information, create the "public issues" that people pay attention to, and arouse the attention and supervision of public opinion.

### **3. Analysis of the path to improve the influence of social hot events of positive online education**

#### **3.1. Give full play to the important role of public opinion managers of education departments in the positive guidance of online public opinion**

It is often a gradual development process for hot Internet events to enter the public eye. In this process, different information is integrated and extracted, which reduces the authenticity of information and increases the difficulty of handling public opinions. For public opinion managers, they should pay attention to their own positioning and responsibility definition, strengthen the forward-looking research and judgment of relevant public opinions, and improve risk awareness. According to the time node, the risk of the possible hot educational social events should be studied and judged in advance, and the major relevant crises should be nip in the bud. Second, the vast majority of education departments are set up including official website, weibo, new media platforms such as WeChat should strengthen the interaction of different transmission platform construction, opinion leaders, actively cultivate positive energy for negative network public opinion, fully grasp the development of public opinion, positive words responsibility, use active voice since the media platform, timely rectification, alleviate negative mentality of students in institutions of higher education. Finally, in the process of spreading positive hot events of public opinion, we should pay attention to the release of authoritative information to further raise the benefits of positive public opinion. For sudden positive educational hot social events, it is necessary to timely adjust the guidance direction according to the emotions of college students, increase public opinion guidance, and enhance the propaganda efforts.

#### **3.2. Improve the level of school management service providers using "We Media" to spread positive energy**

In the age of "We Media", school network public opinion management and education have become more and more important ways to maintain the harmony and stability of schools. School management and service providers should be good at mastering the ideological trends of teachers and students through "We Media", understanding the problems reflected by teachers and students, effectively channelizing some negative emotions, solving some sudden problems in time, actively promoting the dissemination of positive energy, and creating a harmonious campus network environment. First of all, it is necessary to make full use of the resource advantages of university think tanks, collect and analyze relevant public opinion information, positively deal with the negative information spread among education groups through official organizations and members, and timely feedback abnormal situations to prevent the occurrence of emergencies. Second, the school should improve the sensitivity of the media management server, actively create new platform, since the media education in school will be of some positive social hot issues into education classroom education, let the students according to the hot issues to discuss, giving their views, it can not only cultivate the students' political thinking, also can arouse the students' interest in active participation. In the process of communication, teachers can also teach relevant theoretical knowledge, actively cultivate students to set up correct values and world outlook, arouse students' patriotic feelings and ideological consciousness of building a harmonious society.

### **3.3. Improve the participation and comment degree of college students on social hot events of positive education**

Social hot events of positive education are positive and beneficial events or phenomena that promote social development. Through in-depth study and discussion of these events, college students can learn knowledge, reflect on life and improve themselves. As college students in the new era, paying attention to social hot spots and analyzing and commenting on them with the knowledge they have learned can train the ability of college students to deal with social current affairs, thus enhancing their political acuity and enhancing their civic consciousness. Second, to enhance university students' ability to comment on the positive education social hot issues, this group of university students only fully correct, rational clear identify positive education social hot issues, consciously standing on the position of marxism, timely exchange ideas with others, express views, can we truly improve the analysis of the positive education social hot issues processing capacity. Finally, should guide the students in colleges and universities to education and the analysis of the social hot issues do overall understanding, system analysis, for some involving their own values education social hot issues may produce ultra, partial, not mature idea and opinion, it is not only conducive to promote university students' analysis ability to deal with problems, are more likely to affect the formation of college students to establish correct values, in the face of education social hot issues, should sell personal subjective factors, calm and rational analysis.

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