The Application Research on the Political and Ideological Education in Colleges and Universities in the We-media Era

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Abstract: For political and ideological education, We-media is a "double-edged sword". Colleges and universities should avoid disadvantages and develop the positive role of We-media in political and ideological education, insist in the correct orientation, develop the leading role of the mainstream network media, improve media quality, and reinforce the We-media platform construction of political and ideological education.

1. Introduction

We-media is the new generation mode with the media of WeChat and weibo. The arrival of the We-media era drives the development of economy, entertainment and educational industry. Rational use can promote the development of political and ideological education. The specific implementation process is shown as follows:

2. Multi-step communication structure of We-media

2.1 Preliminary communication: precision communication

Precision communication refers to the large-scale "precision guided communication" based on the new media technology—according to the individualized demands of audiences, the corresponding information and contents are accurately spread to specific individuals, providing a chance for commercial roads of We-media.
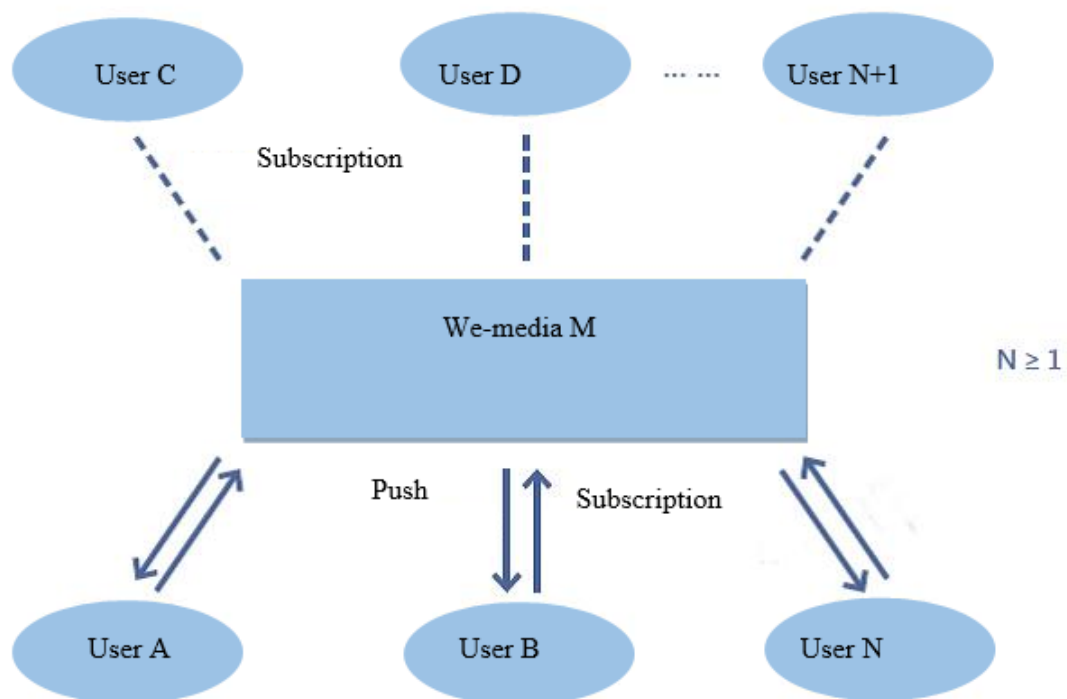

Fig.1 Preliminary Communication Diagram of We-media

As shown in the Figure, We-media can realize "one-to-more" or "one-to-one" communication. Users A, B, C and D subscribe the We-media M, but M only can push messages to A and B, while C and D are totally not disturbed.

2.2 Secondary communication: weak mass communication

User A has three forward paths: send to We-media friends(including group chat), share to the circle of friends, and share to mobile QQ(including QQ groups), thus the communication range of A is involved in We-media friends(including group chat), circle of friends, and QQ friends(including QQ groups). Since not all users in We-media group chat and QQ groups are friends of A, secondary communication of We-media forms the semi-closed communication with the center of We-media account. Strangers who are not friends of A also can read the article, as shown in the Figure:
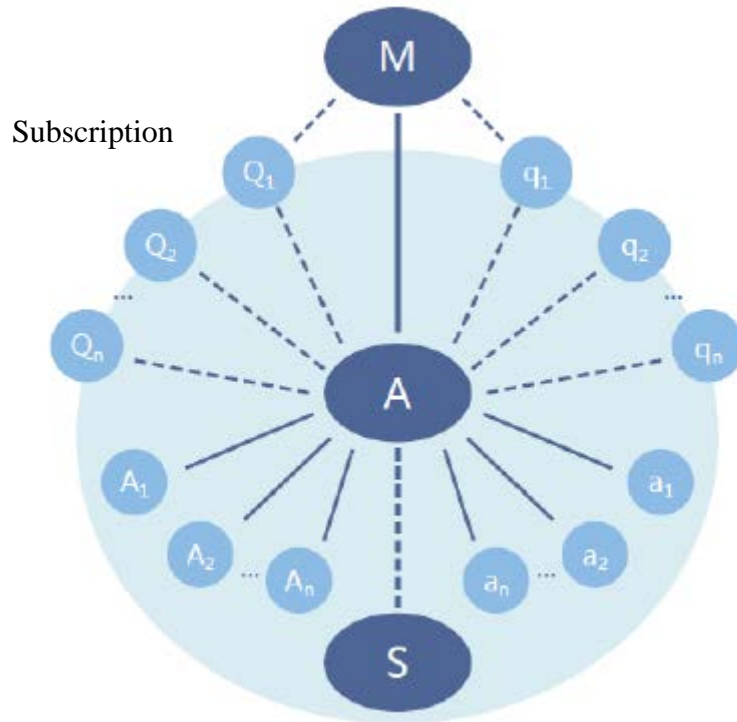

Fig.2 Secondary Communication Diagram of We-media

In the semi-closed communication circle, audiences refer to the We-media of A, user A is the spreader. Contents represent the We-media articles, and media stand for QQ friends and group users. The effect and feedback are divided into the "point-to-point" interpersonal communication between friends and the "point-to-face" weak mass communication in group of friends and circle of friends.

2.3 Multi-step communication: "core-margin" node communication network

After the secondary communication of We-media is completed, if sharing behavior of audiences still continues, the communication process also will continue. Finally, it will constitute in the multi-step communication.

Table 1 Communication Hierarchy of We-media

Communication level	Preliminary communication	Secondary communication	Multi-step communication
Platform types	We-media	We-media, QQ	Network and traditional mass media
Communication subjects	We-media	We-media fans	The masses and mass media
Audience groups	We-media fans	Friends of fans and the masses	The masses
Communication types	Precision communication	Weak mass communication	Mass communication

Information communication is present in the multanimity, diffusivity and randomness of the overall tendency from the core to the marginal communication:
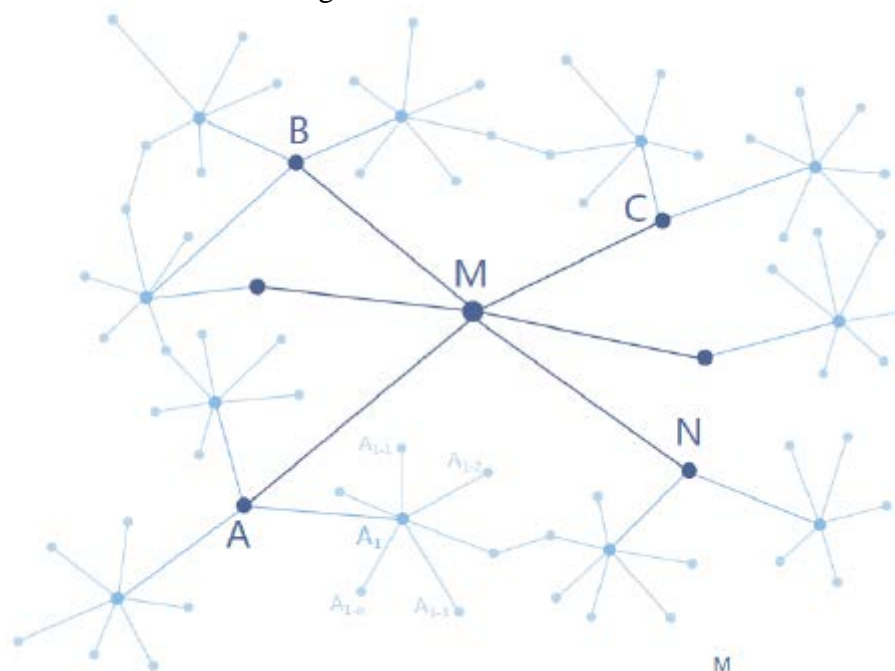

Fig.3 Multi-step Communication Diagram of We-media

The "core-margin" communication mode is present in the complete communication process. When several nodes are connected, it constitutes in the "core" node communication network.

2.4 Formation of the de-centralized communication ecology

In the Figure 4, if the center M is changed into A, B, C…N, the similar node communication network will show up, indicating that in the communication ecology, each information source is interacted, as shown in the Figure:
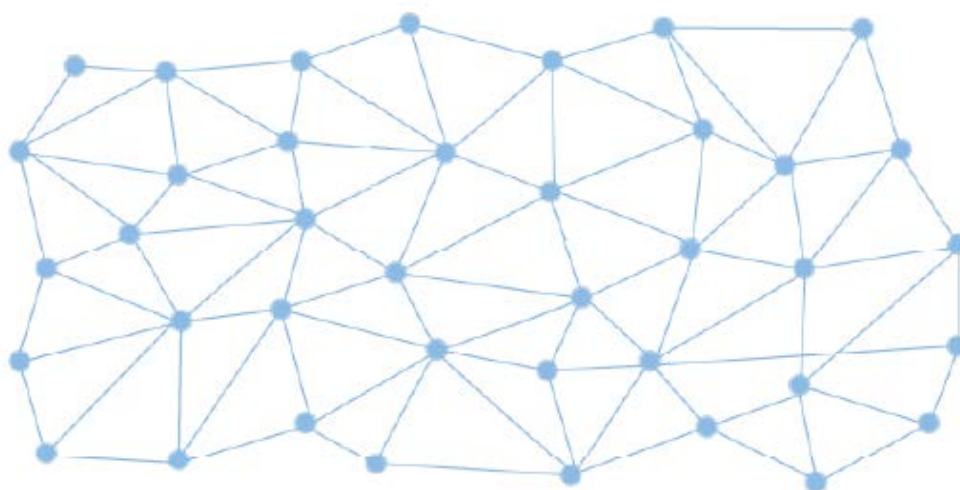

Fig.4 Distributed Network Communication Structure

Any node is possible to the staging center, but it doesn't have the compulsory central control function. Influences between nodes will form the non-linear causality through the network.

3. Analysis of We-media on Ideological and Political Education of College Students

3.1 Status of college students using WeChat

The questionnaire shows that 99% of Wuhan college students download WeChat APP. In other

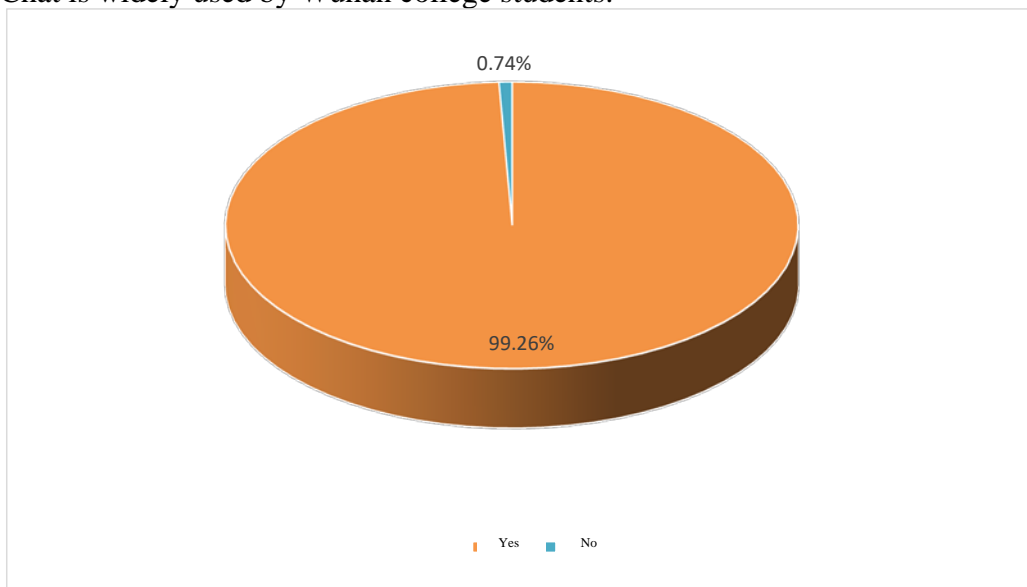words, WeChat is widely used by Wuhan college students.

Fig.5 Pie Chart of WeChat Used by Wuhan College Students

3.87% of students use WeChat for more than 4h every day, 9.02% of students use WeChat for 0-1h every day, 19.52% of students utilize WeChat for 2-4h every day, and 67.59% of students play WeChat for 1-2h every day.
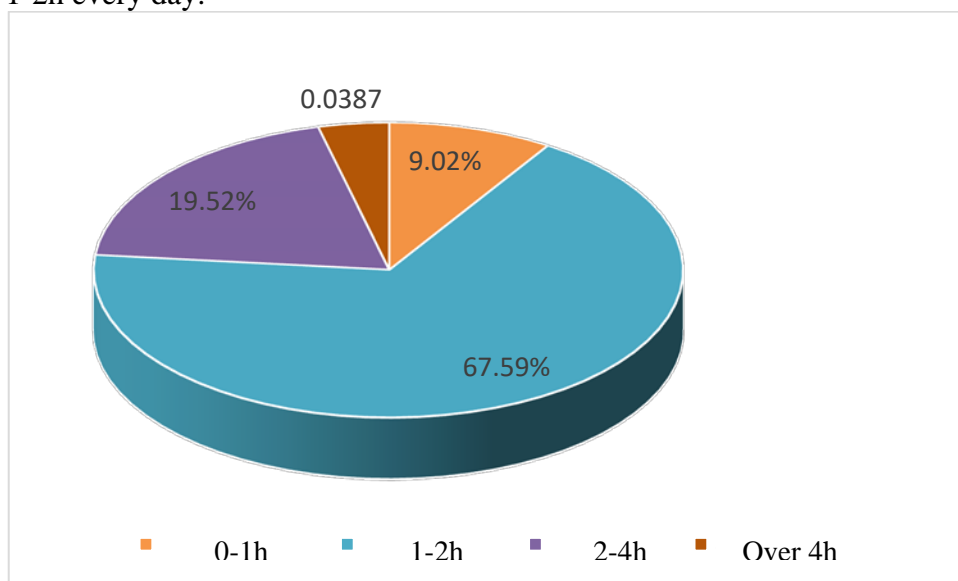

Fig.6 Pie Chart of WeChat Used by Wuhan College Students

3.2 Status of colleges using WeChat Official Accounts to develop political and ideological education

91.34% of students in the schools have more than 3 WeChat Official Accounts, indicating that most of colleges realize the influences of new media on schools and students. Majorities of colleges positively use WeChat Official Accounts to guide political and ideological education of students and cultivate the campus culture with the positive significance.

72.93% of students follow some WeChat Official Accounts of the schools, 8.29% of students follow all WeChat Official Accounts of the schools, and 18.78% of students never follow the Official Accounts of the schools, indicating that coverage of the schools' official accounts exceeds 80% of total students, while less than 20% of students haven't been covered, implying that the schools' Official Accounts still have the improvement space in coverage of students.
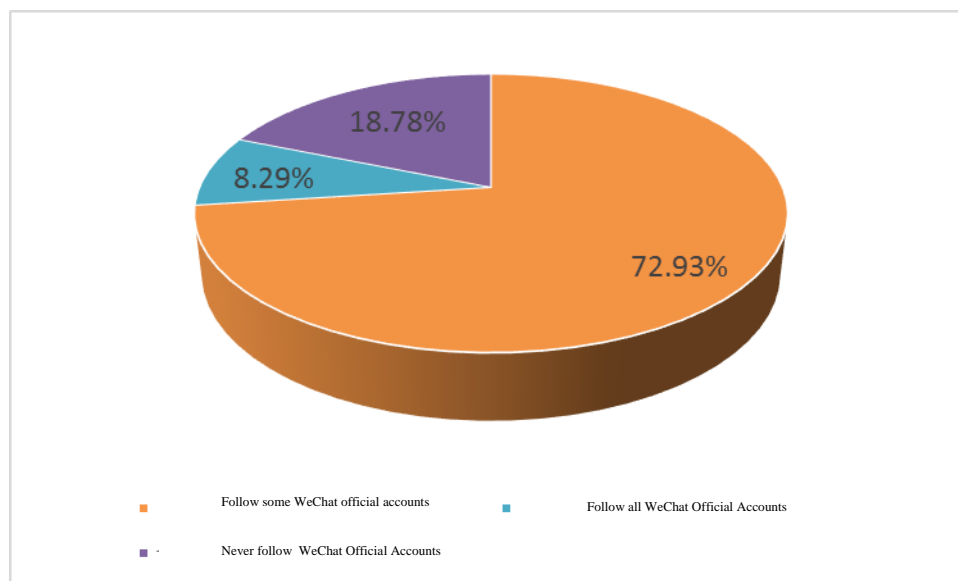
Fig.7 Pie Chart of WeChat Official Account Followers for Wuhan College Students

4. Challenges of We-media on Political and Ideological Education of College Students

In the We-media era, We-media challenges political and ideological education of college students. In We-media era, everyone is the media, everyone has a microphone, and everyone is a reporter, so that information sources are privatized, information communication channels are grouped, and information contents are fragmented. This inevitably will cause a serious influence on political and ideological education.

4.1 Privatized information sources weaken the authority of political and ideological education

In the We-media era, people not only are information audiences, but also are information producers and spreaders. Under the circumstance, students can gain official information through the mainstream media, but also can gain the "hearsay" information through the We-media platform. Teachers are not dominant powers of political and ideological education.

4.2 Grouped communication channels enlarge difficulty of political and ideological education.

In We-media era, information communication channels have the grouped features. To spread information in social circle by depending on the We-media platform is the more-to-more mesh information communication mode. Firstly, it is easy to form the work dead zone of political and ideological education. Secondly, it challenges the mainstream value.

4.3 fragmented information contents decompose the systematicness of political and ideological education.

In the We-media era, people can process and spread information at anytime and anywhere. Information spreaders have the obvious tendency of isolation, contextualization and becoming apparent. Communication information is lack of integrity and systematization and shows the features of fragmentation. If students accept fragmented information for a long time, it is easy to form the fragmented thinking mode and only pursue for sensory stimulation. This inevitably will affect systemization of political and ideological education.

5. Application countermeasures for political and ideological education media of colleges in the We-media era

5.1 Set up the brand-new concept and promote We-media utilization

It is necessary to develop the role of We-media. Educators and students should realize the role of We-media in education. Teachers should have the innovative philosophy, know about the role of

We-media, and correctly guide students' application. With the interest application of We-media, political and ideological workers should start from safe and stable development of schools and take full advantage of the communication means, so that teaching methods will be more flexible and teaching contents will be more abundant. However, due to complexity and information hugeness, after using We-media education, it is more difficult to control students.

5.2 Build the We-media education atmosphere of "combination between schools and students"

Firstly, under the political and ideological education of We-media, the leading problem is the information selection. Teachers can't completely recommend and guide students to observe information in need, thus classroom education or school education should be extended to expand the political and ideological influence range. The specific practice is shown as follows: it is essential to establish the official platform website, apply the mainstream public opinion thinking to affect students, and develop the role of We-media in education. In content selection, it is featured with novelty and uniqueness and ensures to construct the reasonable educational teaching method. From the perspective of education, it is necessary to guide the correct public opinions of cognition, while knowing about students' features.

5.3 Establish the We-media management supervision system with the constraint of law

We-media is involved in the extensive information. In the working process of political and ideological education in the higher vocational education, the precondition of applying We-media is based on the legal regulations to ensure constitutional rights of citizens and guarantee safety of national information and individual information. We-media uses the WeChat and weibo as the communication media. It is the new phenomenon in the media public opinions. However, its application in educational management is not obvious and it has become the important tool for students to evaluate the society.

6. Conclusions

We-media is a special media form and it has a difference from the traditional multi-media. We-media considers WeChat and weibo as the media tool and has the lower requirements for the space and time. And it can be used at anytime. We-media application and political and ideological work in colleges have feasibility. Moreover, it is used in various colleges. Political and ideological education workers should guide students to use We-media correctly and ensure successful implementation of political and ideological practice.

It is necessary to develop the We-media platform construction and use technical training for teachers and students and improve teachers and students' We-media application capacity. Teachers should be familiar with "We" language and "We" environment of students, so as to greatly integrate with students and gain the trust of students.

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