Analysis of the Guiding Path of Network Public Opinion of Ideological and Political Education in Colleges and Universities under the New Media Environment

Feng Chengchen[1], Xu Bingqing[1], Wang Xingyu[2]

1 Southwest Petroleum University,Chengdu,610500,China
2 Sichuan Chuangang Gas Co.,Ltd.Chengdu,610500,China

ABSTRACT. *Based on the characteristics of the new media environment and network public opinion, exploring the impact of network public opinion on College Students' ideological and political education, and exploring coping strategies are not only the need to enrich the content of College Students' ideological and political education, but also the inevitable requirement to improve the effectiveness of College Students' ideological and political education. Its lyrics based on the Internet plays an important role in guiding the values and outlook of college students. However, the influence of ideological and political education based on online sensation on college students has its advantages and disadvantages. Therefore, it is a hot research topic to carry out strict supervision and correct guidance on efficient Internet public opinion, so that it can play an active role in promoting the efficient development of college students' ideological and political education.*

KEYWORDS: *New Media; Ideological and Political Education; Network Public Opinion*

1. Introduction

In the new media environment, positive and rational online public opinion reflects the common needs and wishes of most students, can guide the behavior of college students and help them form correct ideology and morality, meet their social development requirements, and promote society. Harmonious and stable development [1].As a new form of communication, new media has the characteristics of diversification, personalization, interactivity, rapidity, extensiveness, globality, openness and richness. It has quickly gained recognition and acceptance from college students and became their understanding. Accept the preferred route of information [2]. The Internet not only changes the traditional material life style, but also opens up a hidden position for the netizens. In this virtual space, they can freely discuss problems, exchange ideas, express their wishes and express their emotions, thus contributing to the network public opinion. It has played

a very important role in reflecting social public opinion, and network public opinion has thus entered people's lives and attracted widespread attention [3]. As an important product of the Internet era, Internet public opinion exerts a subtle influence on college students ideologically and plays an important guiding role in college students' behavior and their cognition of different things. Ideological and political educators should carefully analyze the influence of new media on the thoughts and behaviors of college students, understand the new changes and challenges faced by the ideological and political education work in colleges and universities, change ideas, keep pace with the times, and constantly innovate new methods and means of education, so as to effectively improve the pertinence and effectiveness of the ideological and political education work for college students.

2. The Current Situation of Internet Public Opinion in Colleges and Universities

The audience of online public opinion in colleges and universities is college students, which mainly refers to the relatively concentrated opinions, emotions and opinions that are closely connected with college students' daily life, study and other activities and appear on the network carrier. In terms of form, content and technology, the network is almost infinitely open [4]. In network communication, netizens can easily hide or change their real social attributes. Internet information has become an important part of the daily life of contemporary college students. The content of study and life all depend on the Internet, and the ideological expression of contemporary college students is often expressed through social networks [5]. However, some of the disharmony factors in the campus network paradox also affect the formation of students' outlook on life, world outlook and values. The content of online public opinion can be described as all-encompassing; the expression of online public opinion is various, it can be text, it can be picture, or it can be video. For example, the amount of network public opinion information is too broad, it is difficult to achieve real-time monitoring; the diversification of network public opinion information makes it more difficult to identify effective information. When a particular problem causes resonance or controversy among student groups, mainstream views will be forwarded in large numbers, forming a focus of public opinion and constituting a clearer network sensation.

In the educational environment of colleges and universities, college students' own thinking is more active, and their ability to accept new things and new technologies is stronger. The working mechanism and rules and regulations of network public opinion management in colleges and universities are still not perfect. The authoritative status of teachers has not been as obvious and stable as in the past. In the process of swimming in the network, students have increased their self-awareness and gradually formed their own criteria for non-judgment [6]. Under the complicated situation of network public opinion, the original education mode is old-fashioned and has no novelty. The political theory classroom faces challenges from the Internet and network public opinion information from form to content. There are more and more activities for college students to know the society and

express their views on some things online. The development of relevant online comments and social public opinion discussions has made the online public opinion in colleges and universities form its own unique characteristics. Under the new media environment, it is urgent to strengthen the guidance of campus network public opinion and build a good campus network public opinion environment.

3. The Necessity of Strengthening the Guidance of Internet Public Opinion in Ideological and Political Education

New media is welcomed by college students because of its immediacy, interactivity and open sharing, which has a new impact on their study, life, thoughts and behaviors. Network transmission is not limited by time and space, and has the advantages of fast transmission speed and convenient use. Due to the incorrect psychology of being afraid of taking responsibility, university managers handle information in a controlled way, rather than with good guidance [7]. Compared with traditional media, online public opinion is more real-time and interactive. As long as you click on the Internet, college students can learn the current hot news and immediately express their views and opinions on it. Negative public opinion information is attractive to college students. College students are sensitive to all kinds of hot spots, and because they are not deeply involved in the world, they especially love to pay attention to the negative emotions in society. Based on the relationship between Internet public opinion and internet, University Internet public opinion has the characteristics of openness and freedom. In the evaluation of social events, anyone can express their views [8]. People break through the restrictions of time, place and technology in spreading news and expressing speech on the Internet, and have greater freedom in publishing, acquiring and disseminating public opinion information. The society is a space for the development of the eagle to show the strength of the sky; for the students who are immature and do not know how to plan their own life, the campus is a paradise, and the society is an abyss of various attacks and suppression and collapse. Ideological and political education workers organically integrate traditional education models and teaching contents with online public opinion information, grasp the ideological dynamics of students participating in the process of network public opinion, make the education work more grounded, and have the effect of doing more with less.

The network has two sides. There are both essence and dross, which can bring benefits and benefits to people, and also bring losses and damages to people. At present, most colleges and universities do not have a complete management system for online public opinions. One reason is the lack of a unified dispatching and management organization to coordinate different subordinate units and departments of the school, and the lack of an efficient investigation and analysis mechanism for public opinions. Internet public opinion is rich in content and extremely attractive. It is the ideological "mentor" of students' virtual world. Every public opinion information is a clash of netizens' thoughts. Every fierce discussion is an ideological and political lesson, which tests students' ability to judge right and wrong, good and evil. The individualized characteristics of colleges and universities' online public

opinion are the basic signs of contemporary college students. In the actual network public opinion, college students can express their own personalized views of emotional changes after reading according to the different events [9]. On the other hand, the surrounding public opinion and even the entire social public opinion will affect their views on things and people. Utilitarianism, extreme liberalism, anarchism, money worship, hedonism and other bad ideas will affect the group of college students through the network. It has attracted the attention of educators and administrators in colleges and universities. The study style construction and career planning education complement each other, can help students form a mature and stable psychology, establish clear goals, make effective planning, and promote the effective transition of college students from campus to society.

4. On the Path of Strengthening the Guidance of Internet Public Opinion in Ideological and Political Education

The emergence, change and development of network public opinion have their own rules to follow. However, the virtuality of the network, the non-restriction of time and space, the equal interaction of the subjects, the non-linearity and rapidity of communication, and the huge amount of network information all increase the difficulty of guiding the network public opinion. Different events as the main body connect people's views, opinions, attitudes and other expressions about the event itself, so that what people want to express about the event itself can be seen by other netizens in time. The network provides a platform for display and battle for a variety of ideas. All kinds of ideas are trying to gain more people's acceptance and support. In the process, online public opinion plays the role of frontier positions [10]. Establishing the public opinion information release system and monitoring and analysis mechanism is the basic work to guide the network public opinion. Colleges and universities should follow the characteristics of the network, follow the evolution law of the network public opinion, and adopt effective methods and techniques to do the information release, monitoring and analysis of the network public opinion.

4.1 Construct a scientific and reasonable public opinion information release system

The network public opinion in colleges and universities has added vitality to the ideological and political education in colleges and universities. Internet public opinion is an important content in the life and study of contemporary college students, and the material richness of online public opinion makes the content of ideological and political education courses in colleges and universities more diversified. If the objective and authoritative information is released in a timely and rapid manner, the initiative can be grasped, and some sentiments with signs and tendencies can be dissolved in the bud. Strengthen the construction of school campus network, set up special public opinion columns in campus network, set up special topics for popular network public opinion, students and teachers can leave

messages freely and participate in topic discussion, which can not only grasp the attitude of students to public opinion, but also understand the current ideological trends of students. We should give priority to the solution of real life problems and the systematic construction of correct values, so as to create a positive and healthy mainstream public opinion platform for students. At the same time, for some hot spots, focal issues and emergencies on campus, the truth of the incident can be made public through "press conferences" or through channels such as the internet and mobile phones, and authoritative refutation information can be released. If the problem occurs in the stage of the spread of network public opinion, learn to actively remedy it, but hold an objective and fair position and point of view, reply to the correct point of view, and use corresponding technical means to minimize the negative impact.

4.2 Optimize the network public opinion platform of colleges and universities

It is necessary to build a theme network platform that is mainly based on campus theme websites and echoes with self-media such as blogs, microblogs, WeChat and forums, so as to play its positive role in promoting and guiding public opinions. Based on this, it is urgent to purify and strengthen the network environment of ideological and political education in colleges and universities so as to form a virtuous circle of educational ecosystem. With the help of network propaganda positions, it will be more conducive to the development of ideological and political education in colleges and universities. There is diversity in form. First of all, create a campus website and make it a platform for the school both internally and externally. Therefore, it is very important to enrich the campus information culture and build a network platform that meets the physical and mental needs of college students at this stage. For example, we set up campus WeChat, campus microblog and campus forum. Ideological and political education teachers in Colleges and universities can integrate the specific information of network public opinion into Ideological and political education, and combine the ideological changes and social changes of students and network public opinion. The network platform should provide all-round and three-dimensional services for college students' campus life, learning and growth, employment, interpersonal communication, leisure and entertainment, psychological counseling, including education in service and education in order to enhance the attractiveness and influence of the network platform. It is not only responsible for spreading advanced culture and leading network public opinion, but also an effective mechanism for the advanced education of student Party members. We should try to construct pilot websites of Ideological and political education, such as special websites with departments and colleges as the main subjects, and of course, we should also construct red pioneer websites that can lead ideological and political education in Colleges and universities, in a multi-pronged manner.

4.3 Innovative public opinion setting issues

The network has two-sidedness, which provides people with many conveniences

and also burying various security risks. Taking Marxism as the guiding ideology, combining the hotspots and focus issues of college students, the central issues are set up to attract the attention of college students and organize college students to participate in the discussion. On the one hand, we must consolidate traditional education and increase the position of traditional education in the minds of college students; on the other hand, we must actively develop online education and take the road of integrated development. Based on this, colleges and universities should establish a monitoring and early warning mechanism to realize real-time monitoring and effective guidance of campus network public opinion, and create a good environment for ideological and political education work, and provide an effective carrier. As the ideological and political education staff in Colleges and universities can not solve the problem of network public opinion as a case, to solve every problem is a point, we should connect the points into a line, do long-term, sustained research topics. In the network public opinion, the role of network platform administrator, school leaders, well-known teachers and network celebrities can be used to put forward correct opinions, and guide students to take the initiative to carry out objective analysis of their views and views. In addition, through browsing other students' blog articles, comments and status, we can keep abreast of the ideological trends of ordinary students and continuously improve the working methods of public opinion guidance. At the same time, it provides authoritative information on relevant issues for college students, carries out positive publicity, inspires and guides college students with positive, healthy and upward public opinions in the process of college students paying attention to and discussing relevant issues, forms resultant effect, and then creates a positive and upward public opinion environment.

4.4 Strengthening the campus network public opinion environment construction

The construction of public opinion on the mainstream campus network should focus on the network culture with Chinese characteristics, the impact of Western decadent culture, the promotion of the main theme, and the guarantee for the growth and development of students. It is necessary to actively study the development and dissemination of online public opinion and the operating mechanism of online public opinion. It is required that college educators should fully grasp the rational use of online public opinion in the ideological and political education work of colleges and universities. In this process, we should also rely on the strength of the network political work team to actively disclose the real situation on the network, so that those false negative network sensation "untenable", thus highlighting the effectiveness of ideological and political education in colleges and universities. To this end, we should give full play to the role of role models, use personal advantages to provide real information, explain doubts and puzzles, guide demonstration and organizational mobilization, in order to guide public opinion to a rational and positive direction. Students' participation should be improved. Students can be organized to conduct various kinds of evaluation on the network platform, such as the selection of charming characters on campus, top ten singers on campus, and so on, to show students' demeanor and skills. The formation and development of

network public opinion also provides sufficient nutrients for the smooth progress of Ideological and political education in Colleges and universities. At the same time, the formation and development of online public opinion also provides a convenient platform for the introduction of policies on ideological and political education in colleges and universities. Colleges and universities should rely on a series of online ideological and political education modes, and focus on strengthening the ability of college students to distinguish right from wrong and good from bad, so that they can form the habit of civilized and healthy internet access, and finally create a campus online public opinion environment that meets the guiding requirements of college ideological and political education.

5. Conclusion

With the continuous development of network technology, network public opinion based on this will permeate all aspects of society, including universities. Internet public opinion has brought a rare opportunity for the development of ideological and political education in colleges and universities, and has also created many troubles. Therefore, starting from the individual, we should strengthen the education of network civilization for college students so as to make the network moral concept go deep into every student's heart. The guidance of Ideological and political education in Colleges and Universities Based on network public opinion should analyze the characteristics of network public opinion in Colleges and universities in our country under the background of the current information age. Starting from the influence of network public opinion on Ideological and political education in Colleges and universities, we should correctly face the challenges and opportunities that network public opinion brings to ideological and political education in Colleges and universities. In a word, colleges and universities should strengthen the management of campus new media network, supervise and manage the channels of new media information dissemination, so that college students can live in a clean new media environment and truly become the masters of new media life.

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