Research on the Application of Social Network in Strengthening Ideological and Political Education in Colleges and Universities

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Abstract: The popularity of social networks brings more challenges to ideological and political education in colleges and universities. In the face of the new social situation and the form of education, the ideological and political educators in colleges and universities need to seriously analyze and study the problems existing in the current ideological and political education, learn to use the social network flexibly to carry out the education, constantly optimize and improve the environment of ideological and political education, and create a good living and learning atmosphere for students.

1. The Positive Effect of Social Network on College Students

With the advent of the information age and the big data era, the Internet has gradually become an important tool in people's daily life and study work [1]. Students can get more information and resources anytime and anywhere, ideological and political educators need to follow the pace of development of the times, learn to use social networks to carry out ideological and political education, and effectively improve students' moral cultivation.

(1) Improving the interpersonal skills of college students

One of the biggest characteristics of social networks is that college students can know more friends from the network, but also can communicate and communicate with their friends, family, teachers and so on in time, at the same time, they can learn more information from the social network and interact with others instantly. Social network has gradually become an indispensable and important tool in the daily life of contemporary college students, and has also expanded the interpersonal circle of college students to a great extent. In daily life, college students can use social networks to express their own ideas and opinions and know more friends with the same interests. With the help of social networks, the loneliness in the hearts of college students can be greatly reduced. although it is shown from some literature that college students spend more time on social networks and fail to participate in more social activities in real life. But from the actual situation, college students did not ignore the social activities in real life because of the existence of social networks, and even some college students participated in more social activities because of social networks. In college, the age of college students are relatively small, know are some friends of the same age, which makes the social group of college students become peer group, and this group also gradually has more influence, can effectively improve the interpersonal skills of college students. In the ideological and political education of colleges and universities, educators must integrate into this group, with the help of equal dialogue, close the distance between themselves and college students, so that college students can form a good consciousness and concept under the correct guidance.

(2) Enrich the extracurricular life of college students

College students use their spare time to use social networks to express their feelings for the day, upload all kinds of pictures, write diaries and so on [2]. In the virtual environment, the different needs of college students will be satisfied to a certain extent, not only with the help of these platforms to fully express their true ideas, but also around a certain event, point of view to communicate, express their respective opinions and ideas. And this can make college students' lives...
more colorful. Nowadays, social platform has gradually become an important platform for college students to vent their personal emotions. In the process of growing up, college students will encounter many problems, such as the pressure of life, the pressure of learning, and so on, when they produce dissatisfaction, they will use social networks to talk to their friends, which can effectively relieve the pressure on college students and make their hearts more balanced. In addition, social networks can not only communicate through words, but also transmit video, pictures and other content, so that college students can give full play to their own fantastic ideas in this virtual environment and express them freely. College students are in a strong self-awareness stage, the emergence of social networks is very conducive to the healthy growth of college students. With the help of social networks, college students can learn more about their peers’ ideas and get more information they want, which is the fundamental reason why college students love social networks. Social networks can also let parents, ideological and political educators understand the real ideas of current college students, and this can bring more inspiration to ideological and political education, clear the direction of education.

2. The Negative Effects of Social Network on College Students

(1) Overly relying on social networks
With the advent of the information age, college students spend more and more time on social networks and have a greater sense of dependence on social networks, which will affect the study life of college students to a certain extent, and even some students will use their mobile phones to access social networks in class. At present, the problem of college students is gradually aggravated, and gradually formed a difficult to control the mood, always want to look at the mobile phone to check the latest things. These problems all show that college students are too dependent on social networks at present, which will affect their studies.

(2) Bad information has a negative impact on college students
Social networks are more free and open, with valuable information and bad information [3]. If
students do not adhere to certain principles when using social networks, contact with some bad information, then will have a certain impact on the three views of college students. On social networks, different people will have different ideas, and the bad information among them will affect the values of college students. Recent surveys show that some college students prefer some of the more extreme content on the network, although not involved in it, but these content will also affect the healthy growth of college students to a certain extent. The social network has certain inclusiveness, when it has bad information, if the students do not have a strong right and wrong point of view, it may appear to absorb these bad information, or spread the bad information. When college students produce wrong ideas and ideas, they will go on the wrong path.

3. The Methods of Ideological and Political Education in Colleges and Universities in Social Network

3.1 Learn about Students through Social Networks

College students like to express their ideas and opinions on the social network very much, and the ideological and political educators in colleges and universities need to use the social network flexibly and understand the students' latest ideological state in time, so as to formulate more practical educational measures. Ideological and political educators need to understand all kinds of social platforms commonly used by college students at present, and learn to use these social platforms to pay attention to students, understand students, and communicate with students with the help of these platforms to close the distance between each other. On the social network, the students will communicate and express their ideas around a certain event, point of view, etc. At this time, the ideological and political educators can understand the students' real ideas, find out the problems existing in the current students, and judge the current students' thinking changes. However, it should be noted that in the perspective network, college students express more views, produce more ideas, more complex content, need ideological and political educators to carefully screen out the valuable content. At the same time, ideological and political educators also need to understand the true situation of the incident, so as to accurately analyze the views expressed by students, make correct judgments, and lay the groundwork for ideological and political education.

3.2 Use social Networks to Guide Students Correctly

Some interesting information on the Internet will attract students' attention and enable them to participate in it. Therefore, in the development of ideological and political education, educators need to comprehensively analyze and understand these social networks, both to understand the social platform, but also to understand the network public opinion, using various methods to better guide students. Ideological and political educators should pay attention to the methods and techniques of education, and pay attention to the freedom of guiding atmosphere and the freedom of content. In addition, it is necessary to attach importance to the humanism and democracy guided by public opinion. Ideological and political educators need to formulate appropriate educational strategies according to the current characteristics of college students' growth and their development needs, aiming at some bad behavior or more extreme content on the network, or some public opinion with strong emotion. Ideological and political education workers need to carry out special education and guidance to ensure the effectiveness and pertinence of ideological and political education.

3.3 Building Educational Platforms through Social Networks

Network technology is developing rapidly, and social networks show a variety of characteristics, such as super-regional, timely, open and interactive. Ideological and political educators can use these characteristics to carry out ideological and political education. With the help of social platforms, ideological and political educators can pass on the relevant policies of the state and the party to students in a timely manner. Students can also use these social platforms to spread, with the help of the influence of college students, clear the main position of college students, let the whole
ideological and political education gradually become a whole, break the shackles of the traditional ideological and political education mode, and gradually build a systematic, diversified, timely, open and timely education platform. In addition, ideological and political educators can also use these educational platforms to give college students guidance in all aspects, whether it is employment guidance, or psychological counseling can be effective guidance. Ideological and political educators can open special educational websites, make full use of WeChat, blog, Weibo, space and other platforms, correctly comment on some hot news, with the help of social platforms can effectively guide students, social networks have the full impact of education, to maximize the effectiveness of ideological and political education.

![Figure 3 Ideological and Political Education Courses](image)

4. Conclusion

In a word, the society is developing rapidly, which not only has a certain positive impact on the life of college students, but also has a certain negative impact on students. Ideological and political educators need to view social network correctly, learn to use social network flexibly to carry out ideological and political education, update their own educational ideas in time, give full play to the advantages of social network, ensure the life, humanities and epochal nature of ideological and political education, enhance the communication and interaction between themselves and students, guide students correctly, and maximize students' moral cultivation.

References

