

A Study on the Guidance of Online Public Opinion and Ideological and Political Education for College Students

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Abstract: The rapid development of the Internet has profoundly changed the lifestyle of university students. They express their views and exchange emotions through the network platform. Network public opinion has an increasingly significant impact on university students' thinking and behavior. The diversity and complexity of online public opinion (OPO) also have an impact on the thinking of university students, and some negative and unhealthy online public opinion may even mislead their behavioral choices. Strengthening the ideological and political education (IPE) guidance of online public opinion for university students is particularly important. By strengthening network literacy education, establishing a sound mechanism for guiding online public opinion, and strengthening campus cultural construction, we can effectively guide university students to form correct value orientation and form a strong positive online public opinion. IPE plays an important guiding role in OPO, providing a ideological foundation for the healthy development of OPO and guiding it towards a positive and healthy direction. We should attach great importance to this work, continuously innovate and guide methods, and contribute to the cultivation of outstanding talents with noble moral character and good sense of social responsibility.

1. Introduction

In recent years, the rapid development of the Internet has brought profound changes to social life. It not only greatly broadens people's access to information, but also becomes an important platform for expressing people's feelings, unblocking public opinion, and concentrating people's wisdom [1]. Especially in the campus cultural life of university students, the influence of the Internet cannot be ignored. As important participants in OPO, university students have become an emerging force that influences their thoughts and behaviors[2].

The rise of OPO among university students reflects their concern and reflection on social hot issues[3]. They express their opinions through online platforms, participate in social discussions, and actively contribute wisdom and strength to social development. The complexity and diversity of OPO have also brought significant impacts on the thoughts and behaviors of university students. Some negative and unhealthy OPO not only affects the value judgment of university students, but may even mislead their behavioral choices[4].

As the place with the highest level of informatization and the most intensive talent, the ideological and political work on university campuses is inevitably influenced by OPO[5]. Especially when university students are in a critical period of forming their outlook on life, values, and worldview, the guiding role of OPO is particularly important. It is an urgent task for current IPE to correctly guide university students in OPO and form a strong positive public opinion on the internet.

To achieve this goal, we need to take a series of measures. We need to strengthen the education of network literacy among university students, improve their ability to distinguish information, and enhance their awareness of network ethics. We need to establish a sound mechanism for guiding OPO, actively disseminate positive energy through official media, campus websites, and other channels, and guide university students to form the correct value orientation. We also need to strengthen the construction of campus culture, create a positive and upward campus atmosphere,

and provide a good environment for university students to establish correct views on life, values, and the world. Through the implementation of these measures, we can effectively guide the OPO of university students, form a strong positive public opinion on the internet, and provide strong spiritual power and ideological guarantee for the advancement of ideological and political work in universities. This not only helps to cultivate outstanding talents with noble moral character and good sense of social responsibility, but also makes positive contributions to the harmony, stability, and development of society[6].

2. The significance of strengthening the IPE guidance of OPO for university students

The rapid development of the Internet has profoundly changed people's social lifestyle. Especially among university students, the Internet has become the main channel for them to express their thoughts, exchange emotions and obtain information [7]. As a place with the highest level of informatization and the highest concentration of talents, the OPO on university campuses has an increasingly significant impact on the thoughts and behaviors of university students[8]. Strengthening the guidance of IPE for university students in OPO is not only of great significance for improving the disciplinary system of IPE, but also an inevitable requirement for responding to new challenges in IPE work in the new era and enhancing work efficiency.

Strengthening the guidance of IPE for university students in OPO can help improve the disciplinary system of IPE[9]. With the advent of the Internet era, traditional IPE methods can no longer fully meet the needs of the new situation. Integrating OPO guidance into the IPE system can enrich teaching content, innovate teaching methods, and make IPE more practical, targeted, and effective for students.

Strengthening the guidance of IPE for university students in OPO can help enhance the timeliness of IPE work. The speed of OPO dissemination is fast, with a wide range of influence, and it has real-time and authenticity in reflecting the ideological dynamics of university students. By strengthening the monitoring and analysis of OPO, it is possible to timely detect changes in the thinking of university students, provide targeted IPE, and thus improve the timeliness and pertinence of work.

Strengthening the guidance of IPE for university students in OPO is an important measure to address the new challenges of IPE work. In the Internet era, all kinds of information are complex, and the diversity and anonymity of network public opinion make university students' thoughts more vulnerable to external influences. Strengthening the guidance of OPO and guiding university students to establish correct values, outlook on life, and worldview is an urgent task in the current IPE work.

Strengthening the guidance of IPE for university students in OPO is of great significance for improving the disciplinary system of IPE, enhancing work efficiency, and responding to new challenges. We should attach great importance to this work, continuously explore and innovate guidance methods, and contribute to the cultivation of outstanding talents with firm ideals, beliefs, and good moral qualities. Table 1 clearly demonstrates the significance of strengthening IPE guidance for university students in OPO.

Table 1 Significance of Strengthening the Guidance of IPE for University Students in OPO

Category	Content	Importance	Proposal
Background	Internet influences university students' lifestyle and thoughts	Remarkable	Highly valued
Discipline system	Incorporate OPO guidance and innovate teaching methods	Important	Explore new methods
Timeliness	OPO spreads quickly and has a wide impact	Urgent	Strengthen monitoring and analysis
New challenges	Dealing with complex information and diversified public opinion	Necessary	Guiding correct values

3. The role of IPE in OPO

3.1. The guiding value of IPE on OPO

With the popularization of the Internet and the development of information technology, OPO has become an indispensable part of modern social life. In this context, IPE plays an increasingly important role in OPO. It not only provides strong support for the healthy development of OPO, but also plays a crucial role in guiding OPO and establishing correct values.

IPE provides an ideological foundation for the healthy development of OPO. In the Internet era, the speed of information transmission is extremely fast, and network public opinion can often quickly converge into a powerful social force. However, this power is not always positive and sometimes comes with the emergence of rumors, false information, and extreme speech. At this point, the role of IPE becomes particularly important. It can improve people's identification ability and awareness of resisting harmful information by popularizing scientific knowledge, spreading correct ideas, and promoting socialist core values, thereby maintaining the healthy development of OPO.

IPE plays an important guiding value in OPO. The diversity and anonymity of OPO often make people express their opinions more freely and openly, but at the same time, it can also easily lead to some extremist and one-sided remarks. At this point, IPE can guide OPO to develop in a positive and healthy direction by strengthening positive publicity, promoting advanced culture, and setting role models. IPE can also help people establish correct worldviews, outlooks on life, and values, improve their moral and cultural literacy, and thus play a more positive and positive role in OPO.

The guiding value of IPE in OPO is also reflected in promoting social stability and harmony. The healthy development of OPO is an important guarantee for social harmony and stability. By strengthening IPE, we can effectively guide OPO, reduce the spread and dissemination of negative information, and avoid the intensification and escalation of social conflicts. IPE can also help people enhance their sense of social responsibility and collective honor, form common values and behavioral norms, and promote the harmonious and stable development of society.

IPE plays an important role and value in OPO. By strengthening IPE, we can effectively guide OPO, maintain social stability and harmony, and promote the healthy development of society.

3.2. The practical path of IPE in OPO

With the rapid development of information technology, OPO has become an indispensable part of social life, having a profound impact on people's lives and thoughts. In this context, the practical path of IPE in OPO is particularly important.

To gain a deeper understanding of the characteristics and patterns of OPO. OPO has the characteristics of fast dissemination speed, wide coverage, and strong interactivity, which make the management and guidance of OPO more complex and difficult. IPE workers need to have a deep understanding of the characteristics and laws of OPO, grasp the development trend of OPO, in order to better guide and intervene.

We need to strengthen education on network literacy. Network literacy refers to the basic qualities and abilities that people should possess in the cyberspace, including information acquisition, identification, expression, and dissemination. By strengthening online literacy education, people can better adapt to online life, improve their self-protection ability, and avoid being harmed by harmful information. At the same time, it also helps to enhance people's awareness of online morality and reduce negative behavior on the internet.

We need to establish a sound mechanism for guiding OPO. The OPO guidance mechanism refers to a mechanism that effectively guides and intervenes in OPO through a series of measures and methods. Establishing a sound mechanism for guiding OPO requires the joint participation and efforts of the government, schools, and society. The government should strengthen the supervision and management of OPO, formulate relevant laws, regulations, and policy measures; Schools should strengthen IPE, improve students' ideological consciousness and moral level; Society should strengthen media self-discipline and public education, and create a healthy online environment.

We should focus on practical innovation. OPO is a constantly evolving field that requires

continuous practical innovation. IPE workers should actively explore new methods and means, such as using big data, artificial intelligence and other technological means to monitor and analyze OPO, in order to better guide and intervene. At the same time, attention should also be paid to summarizing experiences and lessons learned, continuously improving and optimizing practical paths.

The practical path of IPE in OPO is a complex and important issue. Only through in-depth understanding of the characteristics and laws of OPO, strengthening network literacy education, establishing a sound mechanism for guiding OPO, and emphasizing practical innovation, can we better play the role and value of IPE in OPO. Table 2 clearly shows the practical approaches to strengthen the guidance of IPE for university students in OPO.

Table 2 Practical Approaches to Strengthening the Guidance of IPE for University Students in OPO

Key elements	Content Description	Action suggestions
Understand the characteristics of OPO	The dissemination speed of OPO is fast, with wide coverage and strong interactivity	Deeply understand the characteristics and patterns of OPO, and grasp the development trends
Strengthen network literacy education	Improve information acquisition, identification, expression, and dissemination capabilities	Strengthen network literacy education, enhance self-protection ability and network moral awareness
Establish a public opinion guidance mechanism	Effectively guide and intervene in OPO through measures and methods	The government, schools, and society jointly participate in strengthening supervision, education, and self-discipline
Emphasis on practical innovation	Exploring new methods and means, utilizing technological means to monitor and analyze public opinion	Utilize new technologies, focus on summarizing experiences and lessons, and improve practical paths

4. Measures to strengthen the IPE guidance of OPO among university students

With the popularization and deepening of the Internet, the influence of university students' OPO has become increasingly prominent. It is crucial to strengthen IPE in order to effectively guide OPO among university students. Here are several specific measures.

Adhere to the guiding position of the socialist core values system on the campus network. As an important platform for university students to obtain information and exchange ideas, the campus network must adhere to the correct political direction and value orientation. We must deeply implement the socialist core values, spread positive energy through campus networks, promote the main theme, and ensure the correct direction of OPO among university students.

Grasp the leading role of university students in public opinion. In the OPO arena, we should actively speak out and take the initiative. By establishing official media and conducting OPO monitoring and analysis, we can timely understand the ideological dynamics and public opinion trends of university students, and provide targeted guidance and intervention. We also encourage university students to actively participate in discussions and exchanges of OPO, cultivate their critical thinking and rational expression abilities.

Strengthen online moral education and self-discipline awareness education for university students. Online moral education is an important component of IPE. We should guide university students to establish correct online moral concepts, enhance their self-discipline and sense of responsibility through various forms such as classroom education and practical activities. We also need to strengthen the supervision and management of online behavior among university students, and promptly correct and deal with violations.

Cultivate a new type of IPE team. This team should have high political literacy, network literacy, and educational ability, and be able to deeply understand the ideological dynamics and network

behavior characteristics of university students, and carry out targeted IPE guidance work. We need to strengthen the training and management of this team, improve their professional level and comprehensive quality.

Strengthening the IPE and guidance of OPO among university students is a long-term and arduous task. We must adhere to the correct political direction, grasp the leadership, strengthen online moral education and self-discipline awareness education, cultivate a new type of IPE team, and contribute to the cultivation of socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor.

5. Conclusions

In recent years, the rapid development of the Internet has profoundly changed people's lifestyle. Especially among university students, the network has become an important platform for them to express their thoughts, exchange emotions and obtain information. As important participants in OPO, the voices and perspectives of university students have a significant impact on their thoughts and behaviors.

The complexity and diversity of OPO have brought an impact on the thinking of university students, and it is particularly important to strengthen the IPE guidance of university students in OPO. Strengthening the guidance of IPE for university students in OPO is of great significance for improving the disciplinary system of IPE, enhancing work efficiency, and responding to new challenges. By incorporating OPO guidance into the education system, we can enrich teaching content, innovate teaching methods, and make IPE more practical for students. By monitoring and analyzing OPO, we can timely detect changes in the thinking of university students, provide targeted education, and thus improve the timeliness and pertinence of our work. In OPO, IPE plays an important guiding and value role. It provides an ideological foundation for the healthy development of OPO, and maintains its healthy development by popularizing scientific knowledge and disseminating correct ideas. At the same time, IPE can also guide OPO to develop in a positive and healthy direction, help university students establish correct worldviews, outlooks on life and values, and improve their moral level and cultural literacy.

Strengthening the IPE guidance of OPO for university students is an urgent task at present. We should attach great importance to this work, continuously explore and innovate guidance methods, contribute to the cultivation of outstanding talents with firm ideals, beliefs, and good moral qualities, and promote social harmony, stability, and development progress.

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