

The Impact of Wechat on College Students in Ideological and Political Education

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Keywords: Wechat; Colleges and Universities; Ideological and Political Education

Abstract: In today's era of information explosion, Wechat has become an inevitable way of emerging network communication, but also loved by more users. The use of Wechat is expanding, affecting people's lives imperceptibly. College students are the main users of Wechat. The influence of Wechat on College Students' behavior is particularly prominent. With the popularization of Wechat as a popular platform among college students, the independence of college life and learning is linked with the extensiveness of social platform. The rapid development of network information platform makes the ideological and political work in colleges and universities unable to effectively understand and apply the emerging media platform correctly. Inadequate grasp and understanding of the status of college students has resulted in certain negative functions of ideological and political education in colleges and universities. Facing the challenges that WeChat brings to the ideological and political education of young college students, it is an urgent task for ideological and political education under the vision of the new network media to put forward reasonable countermeasures.

1. Introduction

Since the popularity of smart phones, mobile phones have become an item that we can not leave at any time. It is no longer a communication tool, and a variety of software has already occupied our leisure time and even occupied our working time and rest time [1]. Using Wechat to carry out ideological and political education for college students has become an inevitable trend in the development of Ideological and political work. The carrier mode of micro-credit chat tool redefines the service mode of various content to users. In recent years, with the continuous improvement of communication platform, mobile phone is no longer a traditional communication tool with a single information and communication function [2]. The success of WeChat has added a lot of fun to our spare time. It can not only chat, but also quickly transmit pictures, videos, voice and text. You can also send a circle of friends to show your latest developments and let your friends know your current situation. The rapid development of network information platform makes the ideological and political work in colleges and universities unable to effectively understand and apply the emerging media platform correctly [3]. Inadequate grasp and understanding of the status of college students has resulted in certain negative functions of ideological and political education in colleges and universities.

Mobile phones have become the necessities of life for college students and the main tools for consumption and promotion. WeChat's great potential and potential value are like a hazy and precious picture scroll. If we can see its true face thoroughly, WeChat will play a significant role in the ideological and political education of college students [4]. Only when they have common friends can they see the comments, thus forming a genuine circle of friends. With the popularization of WeChat, a popular platform, among college students, the independence of college life and learning is linked with the universality of social platforms, which has exerted various influences on the ideological and political education in colleges and universities [5]. Wechat is a double-edged sword, which has both advantages and disadvantages. Wechat has a far-reaching impact on College students. This paper mainly discusses the negative impact of Wechat on Ideological and political education in Colleges and universities. Faced with the challenges brought by Wechat to the ideological and political education of young college students, it is an urgent task to put forward

relevant countermeasures in the field of Ideological and political education from the perspective of new network media.

2. The Adverse Effects of Wechat on Ideological and Political Learners

2.1. Wechat causes cognitive errors of ideological and political learners

WeChat is mainly used by young people who are easy to learn and accept new knowledge, and WeChat has diversified functions, so for students with ideological and political education, WeChat is undoubtedly their favorite software. WeChat has opened up new ways of ideological and political education. Traditional ideological and political education for college students is face-to-face didactic indoctrination [6]. Due to the limited content of educators, the educated lack the opportunity to speak when receiving education. A product with hundreds of millions of users is undoubtedly a gold mine, and the launch of circle of friends and public platforms has enabled many people to find opportunities to participate in it. Then WeChat needs to establish a more definite system and rules to control WeChat [7]. With the advent of the information age, the stereotyped traditional teaching methods have been further upgraded. Teachers and students can be friends with each other. Through Wechat, interaction and communication are strengthened. Learning and thinking can be carried out at any time and anywhere. If you don't use Wechat, you will be treated with colored eyes. This kind of cognition has a great influence on students' psychological cognition, moral accomplishment and good ideological and moral character, and ideological and political education will face strong challenges.

2.2. Wechat influences students to form healthy ideas

Students spend a lot of time chatting or reading public numbers. After practical investigation, WeChat is not used for people's leisure time, but the time spent using WeChat instead occupies the time students spend doing business and resting. The diversity of WeChat media and the immediacy of information release make it possible for the same person to make very different comments on the same thing at different times, and even one-sided group polarization. College students are the main users of WeChat platform. Therefore, WeChat is the main means for college students to maintain their social circle [8]. As long as the two sides are friends on WeChat, they can keep in touch at all times. The establishment of a system needs constant exploration, but WeChat will always maintain its own characteristics and values. Fresh things in the circle of friends are conducive to a college student's understanding of the current situation of his classmates. Fresh things are equivalent to providing a topic to promote communication between College students.

When educators are unable to fully and accurately understand the information they are exposed to, it is even more difficult to predict and grasp the changes in the ideological dynamics of educatees. From specialist to doctor, there is a certain proportion of people who advocate that schools should filter out unhealthy websites and information. If we fix the thinking pattern of interest and hobby on healthy content, and no longer have ignorant interest in unhealthy content, we will resist subconsciously. Therefore, it is not necessary to impose demands on it. The results of the survey are shown in Table 1.

Table 1 Investigation of related content of unhealthy information

Education	Specialist	Undergraduate	Master	Doctor
Number of participants	20	20	10	10
Encountered Unhealthy Content	13	12	7	8
It is believed that unhealthy information needs to be filtered	11	10	3	5

3. Countermeasures of WeChat Applied to Ideological and Political Education of College Students

Traditional ideological and political education is conducted by face-to-face teaching, which is boring and boring. And WeChat also has ideological and political education, but the content is extensive and disorganized. Due to its convenience, it is very popular with students. The self-media nature of WeChat has weakened the leading position of ideological and political educators of college students. As WeChat's public platform, Tencent has been encouraging all kinds of organizations and individuals to create and disseminate content transmitted through WeChat, and then obtain reasonable value returns. Ideological and political education workers are mostly older senior professors. They have certain difficulties in mastering WeChat [9]. In the past, the role of Ideological and political educators as experts and authorities who firmly grasp the right of discourse has been gradually weakened, and they have become ordinary people who speak in micro-letters and have equal status with students in micro-letters.

Wechat provides new methods and means for college students' mental health education. It does not need to be limited by place and time, and provides timely guidance and service for college students. Only by improving the effectiveness of Ideological and political education and enhancing students' ability to identify various new media information, can we truly promote the good development of college students in the future. In the process of teaching, computer software technology is used. An example is given. This helps to observe the simulation of quality education teaching design from different directions. The experimental results of the three experiments are shown in Figure 1.

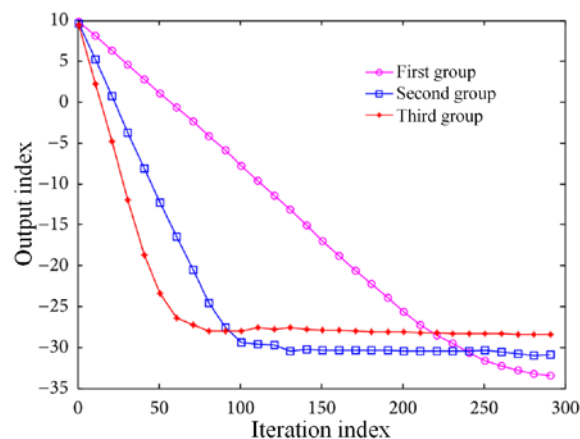


Fig.1. Iteration value and output relationship

WeChat puts more pressure on ideological and political education and makes the process of ideological and political education more difficult. The online content covers a wide range. In order to meet the needs of students, teachers need to expand their teaching scope. A WeChat platform for leading experts should be established [10]. When students ask school leaders questions, leaders will definitely answer them if they are willing to. They will not have time to answer them because of busy work and other reasons, because they can use fragmented time to answer them in WeChat. For quite a long time to come, the main form of Wechat ecosystem will still be Wechat platform, providing some possibilities for it, and then everything will happen naturally. College students' mental health education uses Wechat to communicate with college students in two directions, eliminating the drawbacks of face-to-face communication. Once the values advocated by educators are challenged, educators cannot maintain their authoritative role and the image of truth masters in other ways. The ideological and political educators must learn to use the network media such as Wechat and make rational use of the network's speed and convenience to make a reasonable education plan for the education work.

4. Conclusions

Wechat is the most popular way of social intercourse. As a young generation of College students,

Wechat is naturally the most dynamic and fashionable. The development of Wechat is irresistible, and it is also an important new carrier in the development of Ideological and political education in Colleges and universities. It is not advisable to prohibit students from using Wechat. What we can do is to guide students to use Wechat correctly and try to overcome the negative effects of Wechat on them. And strengthen communication with students, timely understanding of students'ideological and political requirements. Educators should also keep pace with the times, constantly break the traditional education model, and constantly explore new teaching methods that can attract students. Under the guidance and development of WeChat, a popular communication platform, ideological and political work in colleges and universities should make full use of its positive function, construct an efficient and feasible ideological and political network system, and make full use of WeChat, a vivid and attractive advantage. Educators must have a deep understanding of WeChat's functions and realize its positive and negative effects in ideological and political education. Only in this way can ideological and political educators in colleges and universities go deep into the mass ranks and better carry out ideological and political education in colleges and universities through WeChat platform.

Acknowledgements

Research on Inspirational Teaching in Vocational Planning Education of College Students (Item Number: 2013co52).

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