

Current Situation and Measures of College Students' Ideological and Political Education under Internet Public Opinion

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Abstract: Internet culture has become a widely disseminated way of ideological and cultural information, mobile phones and computers have become a part of college students' life, and the network is full of a variety of ideologies, which have a profound impact on college students' ideological and political education. In view of this, it is necessary to strengthen the ideological and political education of college students from the perspective of network public opinion. It is of great significance to turn the network into a new way to spread ideological and political work, to promote ideological and political education of college students in a planned way, and to ensure their rich spiritual life and healthy development. This paper analyzes the problems existing in college students from the perspective of network public opinion, further puts forward the countermeasures for the development of college students' ideological and political education from the perspective of network public opinion, and clarifies the importance of doing a good job of college students' ideological and political education under the network public opinion environment.

1. Introduction

The Internet is called the fourth media after newspapers, broadcasting and television. As a new information carrier, the Internet has become more and more popular in Universities in recent years. More and more students are involved in their study and life. The research environment of Ideological and political education in Colleges and universities has broken away from the previous independent and single education. The system has gradually formed into an open and diversified cultural public opinion environment in Colleges and universities, which is influenced by many factors, and has exerted certain influence on all aspects of College students. Although the network has many advantages, but we should be soberly aware that the openness, autonomy and diversity of network information is easy to make some students excessively dependent on it, resulting in psychological distortion of some college students, leading to personality development is not perfect. According to experts' analysis, frequent browsing of unhealthy websites such as pornography and violence is one of the important reasons for college students' psychological imbalance and homicide. Therefore, it is very necessary for colleges and universities to strengthen the ideological and political education of College Students under the network public opinion, so that students' ideological and political development in the right direction.

2. The current situation and problems of College Students' Ideological and political education from the perspective of Internet public opinion

2.1 Complexity of network public opinion environment

The diversification and complication of the information released by network public opinion exert a subtle influence on College Students' ideological and behavioral behavior, especially the bad public opinion information which affects and interferes with the social atmosphere and the value judgment of College students, and even makes the students with weak self-control ability go astray, eventually delays the normal study and damages them. Physical and mental health has greatly reduced the effectiveness of Ideological and political education in Colleges and universities.

2.2 Quality of Ideological and political education team

As far as the overall quality of Ideological and political education communicators is concerned, the actual problems are more prominent, such as lack of teaching experience, theoretical innovation and so on. At present, most of the ideological and political educators in Colleges and universities have obtained their academic qualifications through later study. In the initial stage, the teachers with undergraduate degrees as the main teaching staff have low academic qualifications. Moreover, many teachers in Colleges and universities do not graduate from the specialty of Ideological and political education. There is no relevant professional education management knowledge and ideological and political education skills. What is more prominent is that most ideological and political workers in Colleges and universities lack the skills of computer application knowledge and network creation. They usually can not cope with the problems about network technology, while they often feel unable to do the ideological and political education work in the face of network technology participation, it is difficult to make quality and results.

2.3 The theoretical research on Ideological and political education of college students in public opinion environment is not thorough.

The development and popularization of the network, network public opinion is a new thing. At present, many aspects of network technology and its management, such as the construction of system supervision, are not perfect, and the study of network public opinion is not perfect. With the influence of the network on the campus environment, the influence of the network public opinion on the ideological and political education of college students is more in-depth, but colleges and universities pay far less attention to its influence. The theoretical research on the development trend of network public opinion is not deep enough and the ideological trends of college students are not well grasped. Especially, the research on the relationship between public opinion and college students' ideological and political education is rare. There is no rich and complete basic theoretical research results, and there is also a lack of network public opinion to college students' ideological and political education. The comprehensive rational analysis brought about by education.

2.4 Network public opinion supervision and management mechanism is not perfect.

The problem of Internet public opinion is the basis for the implementation of its supervision and management system. The network communication channel is more extensive than the traditional channel, the network public opinion dissemination speed is astonishing, has the extremely strong permeability, has brought a series of adverse effects to the emerging network culture. Therefore, it is urgent to clarify the subject of network public opinion management, enrich the theory of network public opinion research, and improve the management mechanism of network public opinion as soon as possible. The imperfect supervision and early warning mechanism of network public opinion under the mechanism of Ideological and political education makes it impossible for the ideological and political education of college students to be really solid and effective, and it will not take practical and effective measures to guide and standardize the ideological and moral changes of College students. As a result, colleges and Universities can only make use of the university. There is no significant answer in the effect of Ideological and political education.

3. Measures for ideological and political education of college students from the perspective of Internet public opinion

The author thinks that we can strengthen the ideological and political education of college students from the perspective of network public opinion from the following aspects:

3.1. Control the source of public opinion on the Internet

To eliminate the adverse effects of public opinion on college students, we must start from the source, that is, control the source of the network. Because every netizen may become the recipient or publisher of bad information, and the source of bad information from the network of numerous forums, bar and other platforms. It is difficult to monitor the source of the spread of public opinion

on the Internet, and it is difficult to detect and stop it in the first place. College students can communicate anonymously, whether in the ordinary network or in the campus network. It is difficult to find out the true source of the news, so it is a very challenging task to control it. At present, the source of bad information on the Internet is mainly "bad information" website, more specific in the forum, paste bar and so on. These network communication platforms are not good or bad in nature, nor do they have any good or evil subjective ideas. They should be a platform for free communication. Every college student who participates in network communication has the right to express his or her own ideas and will. But some people take advantage of this convenient platform, and use its secret means to disseminate information with erotic, violent, reactionary and ignorant superstition factors, college students can easily access to these information, and the intrusion of these information, is bound to poison college students' thinking, damage our campus culture. In recent years, each university has established its own campus network system, which is a good platform to control network sources.

Specifically, the source of controlling the spread of Internet public opinion must be done in the following aspects:

(1) improve the information censorship system and control the entry of the network. In accordance with certain rules, we should try to publish a variety of information on the network for a certain review, analysis and filtering.

(2) strict website classification system and good network exit. This can provide users with a security index of access content in advance, and then select the content suitable for their own browsing.

(3) Focused, purposeful monitoring, the first is the network of public opinion often abnormal platform for focus monitoring, such as forums, campus BBS. The second is to carry out targeted monitoring during the sensitive period of expected abnormal network public opinion, such as June 4 and September 18. Three, there should be special tracking of hot topics in society.

(4) seize the opportunity and quickly locate. Once the abnormal network public opinion appears, we can use advanced technology and equipment to quickly locate the source of the problem. Relevant experts and teachers should quickly determine the nature of the problem and guide the Internet users correctly.

(5) Do a good job in political and ideological work of College students, guide them to become "publishers" and "receivers" of health information, and control the bad information of campus internal network from the source.

3.2. Occupies the network position

The Internet has become an important position in Ideological and political education for college students. Faced with the rapid development of the network information age, we must seize the network position, improve the timeliness of Ideological and political work, expand the coverage of Ideological and political work, and enhance the influence of Ideological and political work.

Specifically, in terms of occupying the network level, we can achieve:

(1) The popularization of the network provides a good opportunity for us to occupy the heights of the network. We should firmly grasp this opportunity, vigorously strengthen the construction of the main position of campus public opinion, promote the theme through the use of the campus network, avoid and reduce the negative impact of the network, and effectively escort the healthy growth of students.

(2) strengthen the positive publicity of the Internet and vigorously curb harmful information. For example, teaching, foreign language learning, colleges and universities shoulder the important task of training successors to the cause of socialist modernization, but also should pay attention to the network of positive public opinion propaganda, to prevent the spread of harmful information.

(3) give full play to network advantages and build a network platform for college students' Ideological and political education. At present, we should actively promote the construction of the ideological and political education information resources database. In view of the hot topics of the college students, we should use Marxist standpoint, viewpoint and method, modern equipment and

digital technology to make the profound ideological and political education content vivid, so as to achieve the purpose of combining education with pleasure. objective

(4) Actively carry out ideological, intellectual, interesting and service-oriented network cultural activities.

3.3 Lead by advanced culture.

In the information age, public opinion can easily develop into Internet public opinion and spread rapidly. Without the guidance of advanced culture, public opinion may magnify through the catalysis of network culture and directly affect the stability of society. If the negative network public opinion is used by a small number of people with ulterior motives, it is easy to magnify the local problems into the overall problem, turn the general social problems into political problems, and spread the extreme speech on behalf of individual will into irrational social emotions. For today's College students, we should use advanced culture to guide network public opinion, consolidate and develop positive mainstream public opinion. This requires us to identify and guide the network civilization with advanced culture and ensure the trend of correctness.

3.4. Standardizes public opinion with morality and law.

Morality and law are important means to regulate network public opinion. The author believes that the coordination and complementarity of rule of virtue and rule of law can communicate the regulation and guide the healthy development of university network public opinion.

In the light of the existing problems in network public opinion, the following measures and Countermeasures for moral standards are put forward:

(1) Strengthen the construction of network morality and create civilized and healthy online civilized homeland. Morality is the inherent rule of human activities in society. Its unique educational and normative function is to educate people's moral concepts and behaviors through public opinion, forming good moral fashions, and shaping rational moral personality.

(2) Establish the correct standard of network moral judgment. Actively build a moral execution mechanism that can restrict the formation of network members. The establishment of correct standards can help us effectively improve the external binding force of network behavior. We should guide college students to grasp the moral boundaries of network public opinion correctly according to the characteristics of network public opinion, and to understand the basic criteria and criteria of network moral judgment.

4. Conclusions

With the continuous progress of society, the measures of Ideological and political education in Colleges and universities should also keep pace with the times. The emergence of the Internet has both advantages and disadvantages for ideological and political education in Colleges and universities. Educators should take the Internet as an effective means of dissemination, combine traditional ideological and political education, establish a new and effective ideological and political education model that meets the requirements of the times, and train a number of qualified successors to the socialist cause for the country. People and builders.

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