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## University students ideological and political educational countermeasure research under microblog view

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### ABSTRACT

As one kind of new media, microblog is an information sharing, communication and getting platform that based on users relations, is of more and more concerns. Microblog as a kind of emerging "self-media", it provides broad discussion space for users, but also brings into numerous challenges for ideological and political education, such as it let universities online public opinion to be hard to monitor, cause ideological guidance difficulties to increase, ideology integration to be limited and so on, which becomes universities students ideological and political education dead zone. Strengthen and improve universities students ideological and political education in Microblog era should set up new ideas that is to positive utilize new media to carry out political communication and consolidation of national ideology safety, organize university students daily education management works, and intensify university students media literacy.

### KEYWORDS

Microblog view; University students; Ideology and politics; Educational countermeasure; Physiological accommodation.



## INTRODUCTION

Microblog is abbreviation of micro-blogging, is an information sharing, communication and getting platform that based on users relations, users can organize personal community through WEB, mobile phone and each kind of clients, send messages with around 140 characters words, and implement real-time sharing. As open platform, microblog functions has possibilities of infinite expanding, it gets closer to human information spreading and exchanging Anyone, Anytime, Anywhere, Anyway such 4A ideal situations in technical aspect.

During investigation on universities different groups, writer discovers that 78.6% university students in university students group show they have already opened up microblog, and 13.8% ones shows that they plan to open up microblog in recent period, only fewer informants show they have no interests in microblog. In the aspect of microblog using frequency, students that insist on concerning and browsing microblog per day occupy 68.2%, and the ones browse microblog once per 2~3 days occupy 19.8%, only little (4.3%) students show that they never initiative pay attention to each kind of microblog issuing. In the investigation of which ways are used to check microblog, among informants that already open up microblog, 62% people mainly use mobile phone to focus on microblog states, 30% people mainly use computer to focus on microblog states; in updated microblog main contents per time, high frequency options mainly concern on mood(67%), repost(34.1%), self new discovery on line or life (46.7%), each kind of news information beside one(52.8%). After logging in microblog, main behaviors high frequency options are in successive as "Write microblog, publish one's opinion (or let off emotions)"(occupy 64.2%), "Browse people dynamic status and opinions of one's concerns"(occupy 51.7%), "look around what everyone discuss, and learn hot topics"(occupy 39.5%), "participate in hot topics discussion"(occupy 65.1%), "make friends with interesting people in virtual community"(occupy 15.7%).

From above investigation results, it is clear that followed by school internet and other social network sites, microblog has already become university students another kind of network cluster. With respect to new media techniques that is represented by microblog and its application rapidly development, university students ideological and political education work is still in relative lagging level in such field management level, new media brings unprecedented challenges into current university students ideological and political education work. And meanwhile, microblog and other new media also provide a good working platform for ideological and political education work; it provides new carrier, new view, and new method for ideological and political education. The research discusses effective path of how to utilize microblog to explore network era ideological and political education work by analyzing new media double edge functions in ideological and political education works, improves ideological and political education work effectiveness, and maintains ideological and political education attraction and cohesive force to university students.

## MICROBLOG CHALLENGE FOR UNIVERSITY STUDENTS IDEOLOGICAL AND POLITICAL EDUCATION

### Under microblog view campus online public opinions hard to monitor

As a kind of emerging "self-media", microblog provides users with broad discussion space, together with microblog users' diversities and distribution broadness, let microblog public topics to be more widely. Investigation of main behaviors after logging in microblog, the result shows that options of learning hot topics occupies 39.5%, options of participating in hot topics discussion occupies 65.1%, which shows university students keen on learning current politics, hot topics and making evaluations accordingly. In addition, microblog communication media implements mobile phone and computer's combination, and takes mobile phone moving communication as main information transmission channel, such kind of "fission cycling type" communication just likes cells division, after information issuing, it rapidly spreads in microblog by constantly transmitting. In microblog group, group members have opinions and behaviors conformity to a great extent, once information spreads; it is easier to strike a

chord in psychology. According to German sociologist Elisabeth Noelle-Neumann proposed “Spiral of silence” hypothesis and famous Ashe experiment, we can suppose that information “ubiquitous effects” let individuals (except for fewer key personnel) with different opinions in microblog group, when they find them belong to “fewer” or “disadvantaged” opinions, they more tend to “silence” or transfer to “compliance”. Driven by such kind of communication subjects wide spread the world, public opinions communication speed to be ultrafast, contents coverage is extremely wide as well as communicators or information receivers “deindividuation”, conformity as well as multiple kinds of psychologies, use traditional methods to carry out universities campus network public opinions monitoring, the effects will be greatly reduced, and it greatly increases difficulties of university students’ ideological and political education.

### **Microblog becomes university students’ ideological and political education dead zone**

Investigation shows that only 19.3% universities ideological and political educators have opened up microblog, among them, reasons for registering and using microblog mainly concentrate on “recording personal life”(occupy 68.2%), “focus on acquaintance, friends states”(occupy 71%), “for experiencing new things, having feelings of freshness”(occupy 43%), while the ones select to better do a good job in university students ideological and political education only occupy 16.8%.

From above investigation and research results, it is clear that by far, only a few universities ideological and political educators open up microblog, open up microblog with the purpose of organizing ideological and political education work is even very little. Due to microblog real-time interaction, it can more comprehensive learn university students value tendency, interpersonal communication status, emotions, opinions on one hot topics and incidents in life and even can find critical incidents causes by microblog, which is crucial to grasp public opinions changes, timely interference with critical incidents further development. Most of universities ideological and political educators have not yet set up awareness of taking microblog as work platform and work carrier, they lack of sufficient understanding on university students microblog using process psychology and behaviors, and lack of necessary monitoring and guiding on students conducts. It also means that clustered microblog fields of university students’ fondness almost become dead zone of university ideological and political education.

### **Microblog “self-media” features cause ideological guidance difficulties increasing, ideology integration being limited**

Microblog “self-media” features pour new, fashionable, personalized elements into ideology profound changed Chinese society, and also provide physical environment and technical ways for ideology diversified development. But new type media that in on the behalf of microblog, it not only is communication tool, but also plays ideology building and opinions construction political functions roles, such functions playing almost is uncontrolled by any social systems, mainstream value confronts unprecedented challenges here, diversified values can be presented incisively and vividly in microblog, and take effect, constantly expand outside of mainstream of public opinions, the generated ideology product is intricate, highly discrete, which cannot include in specified political thought spectrum, and has certain deflection with mainstream ideology. Under such situation, university students’ value orientation, value will confront unprecedented collision and impact. Microblog provides free and equal opinions for students, but is also prone to let them to worship free blindly, grow ultra-individualism thought, if they cannot be correctly educated and guided, which surely will lead to university students value lost and disintegration, cause their political belief dilution and risks, lead to value diversity, which also means in microblog era, difficulties in using traditional ideological and political education methods to guide university students values have increased, and ideology integration is limited.

### **Microblog low access threshold causes information diversity, information judgment and distinguish to be more complex, and easier to lead to university students cognitive deviation**

China is now in the period of social transition, mass media especially for new media virtuality and over-entertainment have impacts on university students' opinions on external world to great extent, affect their value judgment, life style and the pursuit of ideals. In microblog space, it tends to be filled with each kind of topic, each kind of disciplines information, short and disordered. Due to it can get mass information from microblog in extremely short time, users tend to be difficult to "filter" junk information from brains, lots of information is difficult to distinguish whether it is good or bad, true or false, descriptions with personalization and emotional colors strengthen information directivity and mapping strength, receivers suffer intense impacts or even shock, partial debris false information becomes popular. Always in this moment, information receivers don't distinguish it is true or false and to be biased, mainstream media also cannot provide sufficient proofs to judge and distinguish information, and cannot timely restore things true features by clarifying and explaining, gossips are everywhere, ridiculous argument can be found everywhere, which greatly tests information receivers judgment and discriminability. Due to university students' age features, their minds are not so matured, which lead to their judgment and discriminability on things are still in relative poor level, and cannot discriminately absorb dazzling information. And meanwhile, relative deficiency of social synchronization monitoring mechanism on microblog is easier to let corrupted and degenerated, reactionary and superstitious, eroticism and violent as well as others contents to full of their ears, which lead to university students to appear "diversity alienation" confusion in cognition and judgment, cause their cognitive deviation.

### **Microblog brings a series of "side-effect" on university students' psychology development**

Microblog provides "net friend", "blog friend"(blog), "rock friend"(audio blogs) and other brand new communication platform for university students, it can let social communication connotation and extension to be expanded in bubble in extremely short time, traditional communication many constraints are dispelling, spreading regions and media itself combination degree has grown. In the investigation of university students microblog using motivation, high frequency options concentrate on "make new friends, expand networks "(occupy 58.2%), " keep contact with old friends"(occupy 72%), "look for group of matched interests"(occupy 31%), which shows microblog has great impacts on university students' interpersonal communication. University students are in favor of such kind of fast food type communication way that gets rid of acquaintance views and others consensus, but in such kind of "separated alienation" situation, individual liabilities and obligations are relative deficient, therefore once they come across communication setbacks in the platform, they will easier to generate suspicious, terror, sensitive or even numb and indifferent as well as other psychological features. In addition, in microblog using, it is prone to appear "deindividuation"psychology. Anonymity is an important feature in microblog using, just due to the features, let lots of online people think their behaviors in microblog network situations are virtual behaviors, which don't need to undertake legal obligations and moral responsibilities, so that it fosters microblog using situations some imprudent, irresponsible behaviors or even illegal criminal behaviors occurrence.

## **UNIVERSITY STUDENTS IDEOLOGICAL AND POLITICAL EDUCATION WORK COUNTERMEASURE STRATEGY**

### **Set up new ideas of positive utilizing new media to carry out political communication and consolidating national ideology safety**

Rising of microblog as well as its effects on domestic and foreign series of social and political life events tell us that it must focus on microblog political communication and ideology building functions on the height of safeguarding national virtual space safety. Evolving from newspaper, broadcast, television, internet into microblog, new media except for technical fusion, it also has polymerization on information transmitting objects. New media audiences are relative wide, horizontal

connections among audiences are very strong, they can form numerous “temporary group” by reading the same news, browsing the same page. Carry out timely communication and sharing on a common interested topic, which could not be implemented in the past, but in microblog, no matter where you are, only join in the same group then can start ideological exchanging. The emergency of new media and development not only just witness communication techniques and ways innovation, but also mean political communication, ideology construction innovation. Target group becomes more and more huge, fields get more and more broad, ways become more and more flexible, penetration becomes deeper; monitoring becomes more and more difficult, while impact becomes more and more profound. It also indicates under new media environment, universities ideological and political education work involved aspects have already far above universities traditional education covered range. Original political advertising and ideological and political education ways have become more and more difficult to catch up with information age and new media upgrading paces. Universities ideological and political educators only set up new ideas of positive utilizing new media to carry out political communication and consolidating national ideology safety, fully utilize new media as working platform or working carrier then can seize political communication and national ideology safety commanding height.

### **Utilize microblog to organize university students’ daily education and management works**

At first, it can utilize microblog instant communication model to carry out ideological and political education. Microblog can breakthrough QQ group and others traditional network community limitations, instantly transfer information to every user. Due to it is directly bound with mobile phones, as long as every individual (of course contain educators) in unit mutual follows, then they can communicate without space, platform limitations, every individual can instantly receive educators issued information. That is to say, utilize microblog; it can organize ideological and political education work at any time in any places.

Secondly, it can start discussing on hot topics in microblog, let ideological and political educators to preside over and guide discussion, let education objects to speak out freely. The kind of discussion can let students to be courageous to speak their opinions, overcome face-to-face restrain, let everyone to participate in discussion, mutual learn and exchange in the discussion and get improvement, so that further effective cultivate university students’ ability of thinking independently, and strengthen their consciousness of learning political theories.

Thirdly, use diversified advertising ways in microblog. Combine microblog with each kind of network tool, give network multi-media features and advantages into play, reference and utilize each kind of youth loved form, strive for moving ideological and political education contents from plane to stereoscopic, from static to dynamic. And meanwhile, it should utilize microblog instant updating ideological and political education work information. Not only should ensure information quality, increase contents ideological levels, but also should increase information flow and time efficiency, ensure contents richness. In the process of utilizing microblog to organize works, it should also pay attention to carry out equal guidance and help on education objects. Focus on education advertising language arts and methods, empty words only will become monologue without followers in microblog world, only equally respect and care students, then can well utilized microblog gathered “popularity” so that improve network education attraction.

### **Strengthen university students media literacy education**

At first, it should promote university students ability of getting information, let them to fully share media information services. Modern new media as network, mobile phone not only let broad audiences to become information manufacturing and communication participants, but also puts forward high requests of civil media using abilities. It requires universities to focus on students’ ability of using new media to communicate and get information. In addition, investigation also shows that above 50% students use microblog are for entertainment and chatting, and quite a lot of students indulge in game and network entertainment, online motivation occurs to deviation. Therefore, it should work on promoting university students ability of getting information, cultivate correct motivation of contacting

with media, improve students' media literacy so that strengthen ideological and political education effectiveness.

Secondly, it should cultivate university students' media value judgment. University students are in the stage of growth, they are in the weakness of strong media environment, and easier to be puzzled by untrue information and false speculation, so promote university students media value judgment is very important. Except for media professional knowledge popularization, it also should strengthen ideological and political course and other humanistic courses education, guide university students to make social value, political value and cultural value judgment with correct world view and value, strengthen their judgment sensitivity.

Thirdly, it should highlight university students' moral obligation as communicators. In media environment, university students not only are pure audiences, but also are information manufacturers and communicators to a great extent. "Complete, correct, and proper transfer their meaning, attitude and thought so that can really be regarded as master of media and people with media literacy." Innovate universities ideological and political education, strengthen university students media literacy education should positive cultivate university students' moral awareness and sense of social responsibility, intensifies university students thoughts of being responsible for their communication behaviors.

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