

A Study on the Challenges and Countermeasures of WeChat Business to College Students' Ideological and Political Education

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ABSTRACT

With online shopping becoming a part of People's Daily life, WeChat business is also booming. More and more college students enter and come into contact with WeChat business to start their own business, and then there are problems such as distorted values, affected learning and psychological barriers, which have become a new challenge for college students' ideological and political education. Based on the questionnaire survey of college students, this paper expounds the current situation, existing problems and countermeasures of college students' WeChat business entrepreneurship.

Keywords: *WeChat business, college students, ideological and political education countermeasures*

1. INTRODUCTION

'WeChat business refers to an organization or individual that use social tools such as WeChat, QQ, Blog as a platform to expand the market and launch sales activities to achieve sales goals or distribution.'^[1] Since its formation in 2013, WeChat business has developed rapidly due to its advantages of low threshold, small investment, fast spread and wide range and it has developed from single overseas commodity purchasing into brand WeChat business, community WeChat business, platform WeChat business and individual WeChat business. This paper mainly discusses the individual WeChat business behavior of today's college students. According to the data of China WeChat Business Industry Research Report in 2019, the working population of individual WeChat business industry mainly consists of three categories: low-wage workers, college students and stay-at-home mothers, among which college students account for 44%. In terms of customers, WeChat business mainly manages students and housewives, among whom students account for 46.67%. Thus, WeChat business has gradually entered the daily life of college students. With the increase of WeChat business behaviors in university campuses, its adverse effects on the ideological and moral, academic performance and mental health of college students are also constantly appearing, which is a new challenge to the ideological and political education of college students, and must arouse the attention of schools and ideological and political educators.

2. The Influence of WeChat Business on College Students' Ideology

WeChat business for college students refers to those college students who are engaged in WeChat business management and related activities with WeChat, micro mall and micro store as the carrier after learning. In order to have a more comprehensive understanding of the current WeChat business behavior of college students, the author conducted a survey by means of questionnaires and individual interviews. 555 questionnaires were randomly distributed and collected, mainly focusing on the cognition and attitude of college students towards WeChat business, the current situation and problems of college students' WeChat business entrepreneurship, and the ideological and political education of college students' WeChat business. According to the author's survey, up to 55% of college students support WeChat business entrepreneurship, 16% have been or are engaged in WeChat business, 39% of students have the idea of WeChat business entrepreneurship. This means that WeChat business has become a part of most students' lives. Therefore, the impact of WeChat business entrepreneurship on college students has become an unavoidable practical problem on college campuses. At present, WeChat business of college students is optimistic on the whole, which plays a positive role in cultivating various abilities and qualities of college students and solving the em-

ployment problem of college students after graduation. However, WeChat business also has negative effects on some college students, such as distorted values, psychological problems, decline in academic performance.

2.1. The Positive Effect of WeChat Business on College Students' Ideology

2.1.1. Provides Conditions for the Cultivation of College Students' Comprehensive Ability

Modern society has higher and higher requirements on the comprehensive ability and quality of talents. 'Although WeChat business has become the first choice for people to start a business due to its characteristics of convenience, flexibility, low threshold of entry, zero cost and low risk, it sets a very high requirement on the comprehensive ability and quality of those who want to succeed.'^[2] The cultivation of college students' ability during the school period is not only limited to the cultivation of their own learning ability, but more importantly to cultivate comprehensive ability, so as to make the overall and healthy development of college students. The emergence of WeChat business just provides a new platform for the cultivation of college students' comprehensive ability, because in the process of operation and management of WeChat business, not only can exercise the practical ability and management ability, through communication with consumers can exercise interpersonal skills, but also can exercise the psychological bearing ability and anti-frustration ability, so that their abilities in all aspects have been effectively improved.

2.1.2. Provide Entrepreneurial Practice Platform for College Students

In 2019, the number of college graduates in China reached 8.34 million, the highest number in nearly 10 years. 'With the continuous development of China's economic reform, the economic structure is optimized and the number of jobs is reduced, so that the university employment work faces new challenges.'^[3] In the face of employment pressure, the state has put forward a series of policies to promote innovation and entrepreneurship education in colleges and universities. And the emergence of WeChat business can provide a good entrepreneurial practice platform for college students. In 2020, there was an outbreak of the novel coronavirus,

and in order to help fight against it, many physical businesses turned to online business, WeChat business has become the main force. This entrepreneurial model has been more widely spread, also attract more and more college students began to pay attention to and support WeChat business entrepreneurship. According to the survey, 55% of college students support WeChat business, while only 2.9% oppose WeChat business. In the face of the current brutal employment situation, some college students even take WeChat business entrepreneurship as a direction of their future employment after graduation.

2.1.3. Cultivate Excellent Quality of Hard Work and Thrift

Contemporary college students are the generation growing up in the greenhouse, and some of them are labeled with 'excessive love from the elders', 'dependent on parents' and 'enjoyment' and so on. Therefore, it is one of the main contents of ideological and political education to cultivate the out-standing quality of contemporary college students' hard work and self-reliance, and WeChat business entrepreneurship has a catalytic role in this. This promotion is mainly reflected in two aspects. First of all, hard work is one of the excellent qualities of college students who start their own businesses through WeChat business. And WeChat business entrepreneurship is a long-term process, to learn the relevant knowledge of WeChat business operation, to overcome the difficulties and setbacks encountered in the process of WeChat business entrepreneurship, all of which hone the students' will and spiritual quality. Secondly, some contemporary college students lack the habit of diligence and frugality, and the living expenses given by their parents are far from enough, and according to the survey results, up to 88% of college students believe that the purpose of starting a business is to earn living expenses. After engaging in WeChat business, some college students feel it is not easy to make money, can realize the hardships of their parents, and help them form the spirit of hard struggle and thrift in their future life.

2.2. The Negative Effect of WeChat Business on College Students' Ideology

2.2.1. Distortion of Values

At present, some WeChat business pursue the maximization of interests too much, and use the propaganda methods of exaggerating income, basking in wealth and basking in enjoyment to recruit and sell products as agents, which leads to the distortion of values of some people and the breeding of money worship, hedonism and mercenary thinking. As college students are still in the formation stage of their outlook on life and values, they are more active in thinking and are easy to accept different ideas in the society. They also tend to be mercenary and worship money. For WeChat business college students, they are in daily contact with the society and are more easily affected by money worship and mercenary ideology than other college students. The survey found that 46 percent of college students think that the exaggerated propaganda spread by some WeChat business in the circle of friends will affect their ideological stability and value formation.

2.2.2. Decline in Academic Performance

There is a large amount of time that students need to control by themselves every day in college. In addition to attending classes, students mainly learn by themselves, which requires them to have good habits of time arrangement and self-control. Using spare time to start a business is the original intention of college students, but the actual result is not so, because the time period for consumers to buy products is not fixed. When consumers have problems that need to be dealt with by the seller, the seller must reply as soon as possible, even in class. When asked 'Did you pay attention to buyers in class?' 18% of college students said yes and 62% said occasionally. As for the answer to the question 'Do you think WeChat business entrepreneurship has a bad influence on college students' study?', 39% of the students think that WeChat business occupies their study time and distracts their study energy. Thus it can be seen that engaging in micro-chamber of commerce leads to the loss of college students' study time and the distraction of their study energy, which eventually leads to the decline of their academic performance.

2.2.3. Lack of Integrity

Product quality is difficult to guarantee, resulting in the lack of integrity. Because of the convenience of online shopping and WeChat business "bombing" marketing, more and more people choose WeChat business shopping, and shopping from the WeChat business brings convenience to people, but also brings many problems. First, WeChat business operation is different from offline sales in physical stores. Consumers cannot see the real products when they buy it in micro stores. In order to maximize profits, some bad businesses have no integrity in the sales process. According to the survey, 35.6% of WeChat business college students have been cheated, they are not aware of the situation and then led to their customers to be cheated, let themselves become dishonest people. And because the current WeChat business control of the legal system is not sound, there is no way to appeal after being cheated. Second, WeChat business's entrepreneurial model is mostly multilevel agent. Many sellers do not see the actual goods at all, but by the superior agent directly shipped to the buyer. Few college students will pay attention to the quality of products, resulting in the quality of products sold is difficult to guarantee. This not only harms the interests of consumers, but also goes against the cultivation of integrity of college students.

2.2.4. Psychological Problems

The mental health of college students has always been a concern of ideological and political educators. The quality of college students' mental health is not only related to the development of college students themselves, but also related to the development of society and social stability. College students are in adolescence, the psychological state is not very stable. It is easy to have bad mental health problems and psychological disorders such as impatience, anxiety, loss of confidence, and even depression. In the process of operation and management, college students face and deal with complex problems every day. And there is no way to release the pressure, and the ups and downs of psychological state are inevitable, which seriously damage their mental health. In response to the survey question 'What are the pressures of starting a business in WeChat business?', financial pressure, interpersonal pressure, psychological pressure and learning pressure are the main aspects and seriously affect their mental health.

3. STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION ON WECHAT BUSINESS

3.1. Improve Comprehensive Ability Through Self-education

‘Ideological and moral quality refers to the relatively stable quality that people develop in political tendency, ideal belief, ideology, moral sentiment and other aspects through their own cognition and social practice under the influence of certain social environment and education.’^[4] In the face of the unhealthy atmosphere of ‘benefit first’, college students should establish a firm ideal and belief in the process of engaging in WeChat business, and use spare time to strengthen the study of ideological and moral theoretical knowledge, improve the depth and breadth of their own ideological and moral knowledge, expand their horizons. College students should internalize the requirements of ideological and moral quality in their mind and externalize their behavior, and guide their WeChat business operation with correct political view, world view, outlook on life, values, moral view and legal view.

3.2. Self - adjustment to Improve Psychological Quality

The improvement of psychological quality should start with college students' self-regulation. In the process of engaging in WeChat business, college students can strengthen mental health construction in the following ways. One is to learn to give their own positive psychological hints, let themselves always maintain a relaxed, happy state to face the opportunities and challenges. Second, we should learn to set reasonable psychological expectations. The higher the expectations, the greater the disappointment, and the greater the psychological anxiety. In the face of the impetuous atmosphere of the micro business community, college students to set a suitable goal, and then strive to achieve the goal step by step. The third is to deal with the relationship between learning and entrepreneurship, do a good time planning, to learn primarily, entrepreneurship as a supplement. The fourth is to deal with the interpersonal relationship, in the process of communication with classmates, adhering to the attitude of self-esteem, self-respect, self-love and mutual respect, respect students' legitimate rights and interests, not because of entrepreneurship disturb students' life or study.

3.3. Give Full Play to the Leading Role of the School

Ideological and political education in colleges and universities should give full play to its leading role in university students' WeChat business, which can be realized through three ways. First, make full use of the main channel of classroom education. The content of WeChat business ideological and political education is added in the courses of ideological and political education and employment, and the students are educated in entrepreneurship ethics and legal theory. Second, the ideological and political educators themselves should correctly understand the advantages and disadvantages of WeChat business, to strengthen the daily ideological and political education and management of WeChat business behavior of college students, to carry out specific psychological counseling according to the specific analysis of different psychological problems. Third, colleges and universities should carry out various WeChat business entrepreneurship campus activities, give students practice opportunities and space, and cultivate a good environment for innovation and entrepreneurship education.

4. CONCLUSION

To sum up, facing the current grim employment situation, Chinese college students have set their sights on WeChat business. Therefore, WeChat business has both negative and positive effects on the ideological and political education of college students. To strengthen WeChat business ideological and political education of college students, it is necessary to improve the comprehensive quality of college students and colleges and universities should have a correct understanding of college students engaged in WeChat business behavior, and to create a good campus atmosphere conducive to WeChat business entrepreneurship of college students.

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