

Research on the Way to Carry Out Ideological and Political Education for the “Post-2000s” of Colleges in the New Media Era

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ABSTRACT

Ideological and political education of college students is always in the complex and changeable social and spiritual environment, which directly influence the actual effect of ideological and political education of college students. With the deep promotion for the reform of the socialist market economy, college students are more open and subjective for obtaining the information due to the diversity of values. In the new media era, we can comprehensively and conveniently obtain the information, rapidly store a large number of information, and scientifically and reasonably make decisions, but there is no doubt that the uneven quality of information, endless security holes, and unmanageable time fragments give new challenges to college students' education. Nowadays, the “post-2000s” gradually become the main student group in colleges, and the group characteristic presented by them requires new ideas and measures for ideological and political education of college students. This paper will analyze the characteristics of the “post-2000s” in the new media era and studies the methods to improve the education quality through data analysis and theoretical support by taking ideological and political education as a starting point.

Keywords: *Ideological and political education, new media era, post-2000s*

1. INTRODUCTION

The “network ideological and political education” was included into the knowledge category of college counsellors in the Vocational Competence Standards for College Counsellors (Provisional) issued by the Ministry of National Education in March 2014. [1] The counsellor is the practitioner of ideological and political education of college students in China; [2] however, young students have been pioneers in the use of various information platforms as early as 2012. In the Report to the 18th National Congress of the CPC, ideological and political education carrier shall be innovated. In the traditional and unidirectional ideological and political education, educators usually select and apply corresponding methods in accordance with their own conditions and hobbies, but seldom consider the interests and hobbies, the ideological level, and the receptivity of the educated. But, actually, ideological and political education is a two-way interaction process of educators and the educated, especially after the arrival of the new media era, colleges and universities have welcomes the “post-2000s”, and the ideological and political education in China has opened a new chapter. How to

adapt to the new normal of the new media era and how to use the network to carry out the work for the “post-2000s” is a test paper faced by every college educator.

2. BACKGROUND

Ideological and political education refers to a series of purposeful and planned educational activities morality that are carried out and tried on the educational objects.[3] College students are the important pillar of social production and national cultural inheritance in China, and the future successors of core values of characteristic socialism, political ideology, and the cause of modernization in China.

Since the reform and opening up, the trend of economic globalization has been more and more intense, and all fields in our social life have been changed greatly. Different information mixed together presents an obvious trend of diversification, especially in the ideological, political and cultural fields. The integration, collision, and friction between various ideas spread by the outside world and our traditional ideas directly break the simplification and closure of

our traditional ideology and culture. The mainstream values are impacted unprecedentedly, which also directly promote the pluralistic characteristics of contemporary Chinese ideology and culture. [4]

Different cultural standards and ideas inevitably bring the values with different standards. For college students, on the one hand, diversified ideas can expand college students' political and ideological vision, emancipate their mind and strengthen their courage; on the other hand, some college students are in a period of ideological change, their overall mind is not mature, lack social experience, are highly curious about external thoughts and are easily influenced by thoughts. So it is easy for some students change and become confused in political cognition and value orientation, unable to make standardized choices, or even suspicious of inherent values.

With the rapid development of modern network technology, the popularization of the Internet and data blowout causes that online public opinions to have played a nonnegligible role to modern college students' life and study, and its influence is particularly reflected in political thought and political education.

However, the traditional ideological and political education in China is often "high-end, magnificent and classy", which makes students feel unreachable and irrelevant.

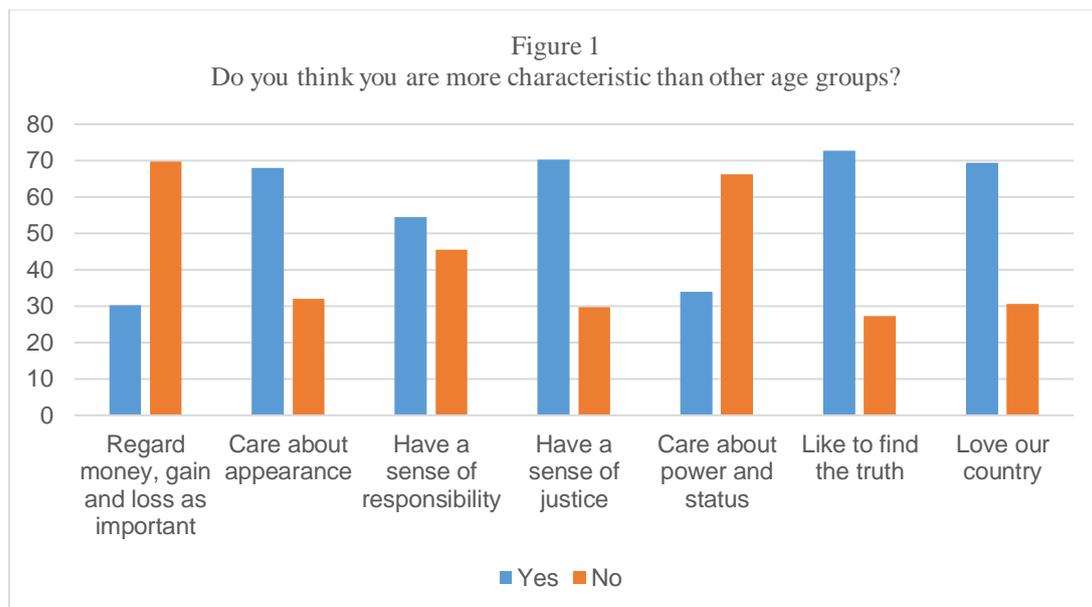
They do not go deep into the "post-2000s" hearts when carrying out the work, so they are even resist the idea; moreover, it often falls silent after activities. It is urgent to establish a long-term and normalized educational mechanism. [5]

3. CHALLENGES TO CARRY OUT THE IDEOLOGICAL AND POLITICAL EDUCATION FOR THE "POST-2000S" IN THE NEW MEDIA ERA

3.1 Group characteristics of the "post-2000s"

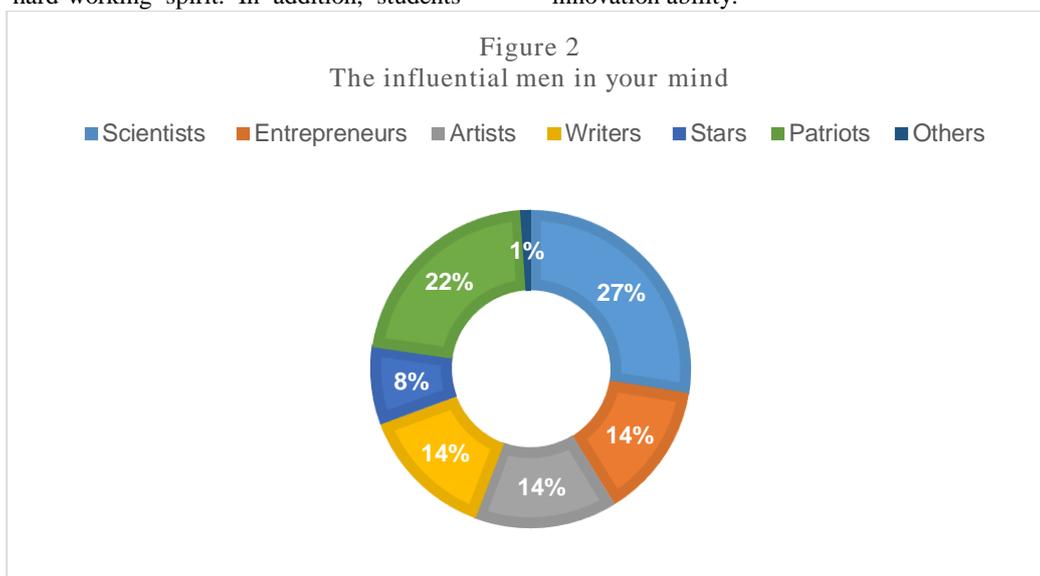
The first batch of the 'post-1990s' have entered the age of 30, and the "post-2000s" have also started to experience adult ceremony successively. As a new generation that gradually has the voice right, the "post-2000s" are becoming the focus of people's attention and analysis, and they inevitably stand in the center stage. As the "Mobile Internet Natives", the "post-2000s" have higher perception, acceptance, and tolerance for new things. In accordance with the investigation of the third-party data organization QuestMobile, in the most popular apps among the "post-2000s" mobile netizens, Kuaikan Comics invested by Tencent, products of Apes, and Bilibili rank Top 5. In addition to education and entertainment, people are also curious about the behavior habits and preferences of the "post-2000s" in the field of big consumption that is about to release potential energy.

This research conducts an anonymous survey (hereinafter referred to as the "survey") among 400 "post-2000s" college students in capital universities through the questionnaire survey method. In the questionnaire, the "post-2000s" are invited for self-assessment, and the data is shown in Figure 1:



We can see from the above figure that the “post-2000s” have many positive characteristics, such as independence, confidence, and philanthropism. In accordance with the investigation results, the “post-2000s” have certain basic judgments on individual social value (Figure 2), but their family living conditions are generally and greatly improved, so they look forward to and pursue a stable job and a comfortable life, which causes some students lack of necessary hard-working spirit. In addition, students

are very easily driven by utilitarianism when facing the relationship among the state, the collective and the individual to pursue the confirmation of their own subject status and the realization of individual value, so as to lack the sense of responsibility. In this era of accelerating knowledge renewal and emerging of new technologies, new models and new business forms, the contemporary youth attaches the importance of previous achievements, but ignores the cultivation of innovation ability.



Therefore, it is imperative to build an education educational mechanism meeting the characteristics of the times and guiding the “post-2000s” group to become young people with ideals, abilities and responsibilities in the new era through the network means.

records, clicks, page retention time and even motivation of network operation can be collected, stored and analyzed. It can solve the problems such as high time cost, not treating the questionnaire seriously and objectively, and not being willing to express the real ideas to some extent, and realizes the purpose to provide data basis and working basis for patriotism education.

3.2 The Important Support of the ideological and political education in the new media era

3.2.1 Accurate acquisition of student needs and feedback

Before widely applying the Internet, educators of colleges and universities always acquire the information through traditional interviews, discussions and questionnaires, which have both advantages and disadvantages. With the appearance and popularity of questionnaire star, micro survey and other websites, APP and WeChat public platforms, the cost of questionnaire survey is greatly reduced, and statistics, graphs, and information analysis are becoming simple and convenient. After the arrival of the new media era, the direct questionnaire survey is gradually replaced by fragmented information collection. Browsing

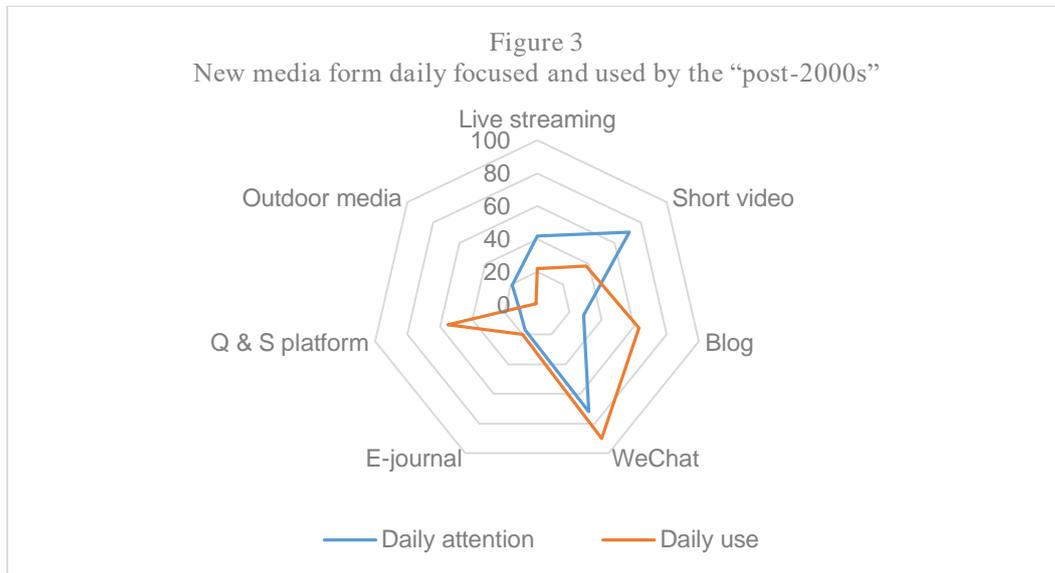
3.2.2 Carry out educational work by means of information technology

The Ten-year Development Plan for Educational Informatization (2011 – 2020) issued by the Ministry of Education in 2012 put forward to promote the deep integration between information technology and higher education, integrate information resources, improve the modernization level of education management, strengthen team building, and enhance the ability of information application and service. It has been an inevitable trend to manage student affairs by applying information technology.[6] With the continuous expansion of enrollment scale, the number of existing student staff cannot satisfy the requirements of actual work, which highlights the importance and necessity of the informatization of student work. Before the popularity of the informatization of student

work, information is given in a single direction. After realizing the interaction function, students can timely and effectively reflect their appeals and feedback information and seek for services through the new media means. Based on the unique information acquisition, collection and processing methods in the age of big data, the way of thinking conducive to

efficient work has been formed, so job informatization also gradually achieves the original intention of providing general, comprehensive and convenient services to students.

3.2.3 Master students' new media trends



The "post-2000s" have gradually become the main group of college students. They think quickly, but often change their ways; they have strong personality, but are often overconfident; they are innovative, but often anti-mainstream. The "post-2000s" students not only use network frequently in the study, such as information query, watching online courses during the epidemic, writing papers or course defense, but also include the online games, live streaming and video in their life as a very important part (Figure 3). Therefore, besides the previous regular class meetings, lectures and classes, they can also be found on the Internet. [7] All kinds of behaviours and dynamics of college students can be understood through new media technology, which is conducive to conducting personalized management to students and providing targeted services. However, the information received by the educators is fragmentary and mixed, and they shall learn to eliminate the false and retain the true.

3.3 New requirements for carrying out the ideological and political education to the "post-2000s" in the new media era

3.3.1 The "openness" of information dissemination and campus culture

College students will naturally be edified by campus culture in their study and life, and the atmosphere

created by campus culture imperceptibly influences the effect of the ideological and political education of colleges and universities.[8] In the age of traditional media, each country is in a relatively closed state, and the impact of external consciousness is relatively weak. Nowadays, the cyberspace becomes a platform for the "post-2000s" to express their thoughts and communicate their emotions, which narrows the distance between people and breaks the boundaries of identity. It gives room for the integration and collision of campus culture, but the physical and mental inheritance of campus culture is increasingly marginalized, and the particularity and vividness of our traditional campus culture lose. In addition, online reading has become a part of campus culture, which is of epochal character, but new media language culture makes novelty and entertainment destroy the expression habit of excellent traditional Chinese culture, sometimes making people at a loose end. The most worrying thing is that the game culture in the new media era has impacted the traditional campus entertainment culture, and the "two-dimension" world has made some of the "post-2000s" unable to extricate themselves. It is common for them to be addicted to the game, especially the emergence of the major of electronic sports, which makes the "post-2000s" who are not fully mature in mind unable to put themselves in a proper learning attitude.

3.3.2 The “virtuality” and crisis of confidence under the new media environment

Blog, WeChat and other new media communication models have some characteristics, such as interactivity, immediacy and concealment, which are greatly attractive to students. In accordance with the paper on the Computers in Human Behaviour of a scholar in the University of Otvos Rowland, Hungary, if young people between the ages of 18 and 26 sit alone in a room after taking their phones away, and are required to do arithmetic and puzzles on their laptops, they will wander around the cell phone closets and show signs of stress such as an increased heart rate. Such dependency to the new media may lead to the lack of trust and integrity to some extent.

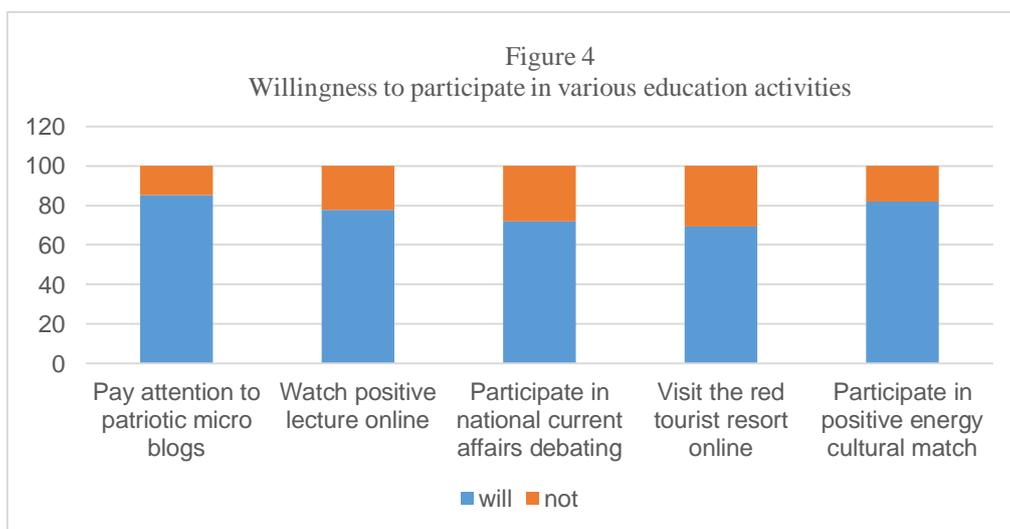
The public has different opinions on the values to be followed in a virtual world,[9] but the influence of the virtual world shall be faced because it has deeply affected college students’ lifestyle and ideas, and even challenged the means of teaching and learning. The educators can acquire the information through resources sharing, and the educated can also acquire the information through such means. At this time, the value of the classroom is easily underestimated. Under the new media environment, the “post-2000s” are more self-conscious. They gradually replace “asking teachers” with “Baidu”, change from believing in the “mainstream values” advocated by the educators to being sceptical, and from reverence for academic authority to indifference or disdain, which undoubtedly create a crisis of confidence in the educators.

3.3.3 The “generalization” of the new media communication and the authority of ideological and political education

The important premise of the ideological and political education of traditional colleges and universities is the controllability of public opinions. Teachers may choose the educational information by themselves and carry out the educational work. Sometimes they are used to inculcating patriotism, Marxism-Leninism and other educational contents directly in class and books. [10] However, with the arrival of the new media era, instead of relying solely on the classroom, students can get information online.[11] The most important thing that some network registrants have the psychology of “anti-authority”, and they switch virtual personalities through online masks, spread distorted values, and hype campus events. These are easily to cause psychological problems and personality disorders of college students, and challenge the authority of ideological and political education. In addition, on the one hand, ideological and political educators are counsellors of colleges and universities who are young people and easy to grasp new media technologies and trends; on the other hand, they are teachers, some of whom have outdated educational concepts and low acceptance of new things. If their educational concepts cannot be adjusted timely, the priority of ideological and political education, publicity and explanation will be gradually lost.

4. THE MAIN PATH CHOICE TO CARRY OUT THE IDEOLOGICAL AND POLITICAL EDUCATION FOR THE “POST-2000S” IN THE NEW MEDIA ERA

4.1 Optimize the ideological and political education contents



In accordance with the survey, the “post-2000s” are willing to participate in various education activities, as shown in Figure 4. In general, there are abundant and various ideological and political education contents of college students, but the political education shall be the core, [12] and the psychological education, legal discipline education, ideological education, and moral education shall also be an important part of ideological and political education system. The best educational effect can be obtained only when five kinds of contents are thoroughly understood. We should take ritual education, festival education and campus culture construction as the key entry point of ideological and political education, deeply integrate the abstract and profound ideological and political contents in education with the school motto, school history and other carriers of campus culture that students are most exposed to. Moreover, it is important to care for students' psychological health, establish the trust mechanism, promote the right values rooted in the campus, and put into practice for optimizing the ideological and political education contents. In addition, the “post-2000s” shall also be helped to establish their core socialist values, guided to carry forward China's fine traditional culture, and lay the humanistic foundation for ideological and political education.

4.2 Complete the transformation of ideological and political education

The rationality of the management and mode of ideological and political education will directly affect the actual effect of education, so the ideological and political education is required to be comprehensively transformed in the new media era. Firstly, it is necessary to break the traditional empiricism and transform to the standardized management. The “post-2000s” shall be correctly guided to actively participate in the formulation and improvement of the management system, and guided to actively comply with all management regulations, which will constantly improve the management system and put it into practice. Secondly, in view of the characteristic that the “post-2000s” love the sense of existence, the traditional extensive education shall be transformed to fine and personalized management. It is necessary to implement the concept of “people-oriented” in the management process, attach important to the details of education, and give full play to the subjective initiative from the details. [13] The ideological and political education needs to be coordinated and planned systematically in order to avoid "piecemeal", "difficult to last" and "ineffective" problems.

4.3 Pay attention to the image-building of the educators

The dissemination of information needs the “gatekeepers”, which decide the contents, size and

manner of dissemination, [14] and the ideological and political educators have the role characteristics and responsibility characteristics. Teachers' professional ethics profoundly affect college students, so the teachers shall constantly study, participate in all kinds of practices, cultivate noble moral sentiment and influence students with personality charm. Therefore, the ideological and political educators of college shall improve the ability to distinguish right from wrong, objectively analyze the surrounding environment make rational judgements and correctly treat good and evil, justice and benefits, gains and losses. They shall also attach importance to learning consciously and insist on continuous learning to ensure that their knowledge system closely follows the development of professional fields. Finally, they shall also take the initiative to defend the truth, actively guide the campus network public opinion, take the initiative to undertake the historical mission, dare to stop the bad speech, publicize the correct speech, and guide the campus network public opinion towards a positive and healthy direction. [15]

4.4 Promote the ideological and political carrier innovation

The ideological and political educators need to rely on certain carrier and means to carry out the education. The research results show that only 7.8% of the “post-2000s” hold that the information in the media has no effect on their own cognition; and 81.2 % of the “post-2000s” hold that the means of ideological and political education need to be improved. Therefore, we need to provide convenient communication model and concept for the ideological and political education of colleges and universities by using the communication advantages such as vividness, quick response, emotional communication and multi-point correspondence of WeChat, live streaming, Blog [16] and other new media. [17] The author holds that the theme strategy centered on the “red website” shall be constructed to cater to the psychological characteristics of the “post-2000s”. Moreover, it is necessary to the establish the technology strategy centered on the network internal and external linkage, occupy the work position of network ideological and political education with new media technology, accurately grasp the entry point, and build a three-dimensional, overlapping and comprehensive coverage education system.

5. CONCLUSION

Improving the scientific level of ideological and political education is an important content of deepening comprehensive reform of education, and carrying out the education. Working according to the personality and psychological characteristics of the

“post-2000s” is an inevitable requirement for colleges to carry out the basic task of cultivating people with morality, which requires the educators to further explore rules, grasp rules and apply rules. It's necessary to lay emphasis on the experience, interaction and interest in the education, and try to transform the traditional didactic and infusing ideological and political education into the cultural works and practical activities that students are fond of. Only in this way the ideological and political education be implemented, deepened, transformed and upgraded, and good results can be achieved only in this way.

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