

A brief analysis of the impact of new media on college students in the new era and educational countermeasures

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ABSTRACT

New media is a new factor in the mass communication environment of ideological and political education, and it has a complex impact on ideological and political education. Entering the new era, in-depth investigation of the impact of new media on college students in the new era and putting forward new countermeasures for online education of college students in the context of the new media environment in response to the impact can provide a feasible way to guiding the formation of the healthy outlook of the Internet for college students.

Keywords: *the new media; College students in the new era; Educational countermeasures*

1. INTRODUCTION

In recent years, the party and the country have attached great importance to ideological and political education in colleges and universities. In his speech at the ideological and political work conference of colleges and universities, Xi Jinping, general secretary of the Central Committee of the Communist Party of China, pointed out that it is necessary to change with the times, advance with the times, and be new with the situation to do well in ideological and political work in colleges and universities. It is necessary to use new media and new technologies to make work alive, promote the integration of traditional advantages of ideological and political work with information technology and enhance the sense of the times and appeal. This important speech has given the ideological and political education workers the strongest voice of the reform and innovation of ideological and political work in the new era, and it has pointed out the direction for the ideological and political work of college students in the new era^{[1][2][3]}.

With the rapid development of China's network technology, new media tools such as WeChat and Microblog have emerged at the historic moment, making life a "micro" change quietly and gradually entering the "micro" era. New media, as an emerging media form developed after traditional media such as newspapers, radio, and television, has the characteristics of interactivity and immediacy, mass and sharing, multimedia and hypertext, personalization and communityization^{[4][5]}. New media can provide users with information and shared entertainment media forms through channels such as the Internet, wireless networks, and mobile electronic devices such as laptops, tablets, and mobile phones. Once the

platform was put into use, it quickly occupied the college student market, and the majority of students were rushing to try new media to bring new changes and innovations to people's lifestyles^{[6][7]}.

In the new era, college students can use the new media to promote their opinions and forward their favorite messages, and they can easily become fans of others or have their own fans. They can always pay attention to the things they like or hate around them and spread them through the new media. Using very short words, conveying the voices of college students in the new era at an alarming speed has become a force to be reckoned with. It is necessary to study the impact of new media on the college student population, expand its positive impact, evade its negative impact, and take effective measures to correctly guide college students to treat and use new media correctly, which has a strong practical significance for training new generation of people with lofty ideals, moral integrity, good education and a strong sense of discipline.

2. The positive impact of new media on college students

2.1. New media can change the way of communication and break the traditional consumption model.

College students can use new media to follow and query relevant newspapers or celebrities and official platform information in the vast information. They can get what they want as soon as possible. The communication methods of college students are diversified. Through new

media platforms, friends, WeChat, Tik Tok, Microblog and other platforms, college students can communicate freely on the Internet, expanding their own circle of friends and coming into contact with different social circles quickly. The information has enabled many college students to contact the society in advance, laying a solid foundation for their future employment.

Online consumption has gradually become the mainstream consumption mode of college students. Taobao shopping, Alipay and WeChat payment have become the consuming methods of college students. Increasingly diversified online consumption methods can save time, which are safe, reliable and convenient. They have formed an upsurge of “shopping without money”. The convenient services carried out by the new media platforms represented by WeChat, such as taxi services and ticket purchase services, have become some keen consumption modes for college taxi riders and fans.

2.2. New media can change learning methods and innovate learning methods.

New media technologies are subtly changing the learning methods of college students, and they are playing important roles in reforming innovative learning methods. Compared with the previous traditional textbooks, the new media has the unique advantages of immediacy and massiveness, which can enable many college students to timely understand and master the most cutting-edge knowledge and information, deepen their knowledge of textbook, and expand the scope of knowledge.

For example, because of the outbreak of new coronary pneumonia in early 2020, college students cannot return to schools to study. In the face of the new situation and new tests, various new media teaching platforms have played their roles in teaching and learning, fully guaranteeing “no suspension of classes, no suspension of classes”. Tencent Classroom, Enterprise WeChat Conference and QQ Group Classroom are all specific forms of new media, which have ensured the smooth progress of normal education and teaching. The new media classroom, a very popular learning method, has greatly increased the interest of college students in online learning, and it has innovated the learning methods and promoted the innovation of learning methods of college students to a certain extent.

2.3. New media can enrich students' personalities and realize their self-worth.

The majority of students look forward to using the new media platforms to fully display their charm, pursue their own personality expression, fully demonstrate the positive spirit of contemporary college students, and realize the value of their own life.

For example, college students have used popular platforms such as Tik Tok and Microblog to show the youthful atmosphere and promote the positive energy of their

campuses. In addition, student entrepreneurs of many universities have used the platform of WeChat to seamlessly connect with the school websites, realizing online academic performance query and online evaluation of teaching and promoting the development of the mental potential of college students; In addition, the new media has provided opportunities and venues for college students to timely transfer, confide and vent their bad emotions. College students have obtained a kind of psychological self-healing through the new media, so that they can better face real life and promote the physical and mental health.

2.4. New media can foster democratic consciousness and realize open thinking.

New media has broadened the channels for college students to participate smoothly in the well-being politics and created a brand-new network supervision model.

College students in the new era are keen to accept and practice “Internet democracy”, use new media to actively participate in political livelihood, extend social justice, and focus on public opinions and social debates. They have become the main group that exposes evil forces and promotes positive energy. College students can express their opinions and views through new media, gaining self-confidence and satisfaction that are not easily obtained in real life, and their self-awareness is constantly being improved. The established international cultural exchange platforms have broadened the international horizons of college students, strengthened the college students' sense of openness, and promoted the formation of college students' global values.

In summary, the positive influence of new media in the college students is becoming increasingly prominent. The amount of information disseminated by new media is much greater than that of traditional media, and it has provided a rich resource for college students. College students can make reasonable use of these rich resources to gain a deeper understanding of society. With the help of new media, college students can accept new ideas earlier and faster, improve ideological and moral cultivation, and improve the overall quality. In addition, the all-round and multi-angle media environment of the new media has played a powerful interactive function, realized the multi-directional communication of information dissemination, and promoted the two-way interaction between college ideological and political workers and college students. It has played a positive role in improving the effectiveness of ideological and political education for college students.

3. Negative impact of new media on college students

3.1. New media can easily lead to changes in college students' lifestyles and indifferent interpersonal relationship.

The over-reliance of college students on new media has reduced some college students' real life and communication time. The virtual lifestyle in the new media is extremely easy to lead to the gradual fixation of college students' behaviors or thoughts, and it is prone to a series of unhealthy and sub-health problems such as evading reality and self-closure. The interpersonal communication model of the new media lacks human feelings and sense of reality, and it is easy to weaken interpersonal relationship. Although the individualized psychological needs of college students have been met in the personality space and the self-confidence of some college students has been improved, the space for interacting with others in the real world has been reduced to a certain extent. In addition, it is prone to exclusive psychology when students are separated.

The proportion of Heads-down Tribe among college students continues to rise. The popularization of new media technologies such as smart phones and tablets, online games, film and television entertainment and other entertainment activities is flooding the daily lives of college students. The amount of time spent by college students on mobile phones, computers, and other online media is increasing day by day. Many students are constantly looking at their phones "involuntarily", and even some students develop into more serious patients with mobile phone dependence.

3.2. New media is easy to cause college students to learn knowledge unsystematically, or even to abandon new media.

Although it can enable college students to appreciate advanced cultural knowledge and professional knowledge, most of the information and knowledge that new media has disseminated is scattered and unsystematic. The knowledge acquired through the new media is fragmented, and there are even errors in the recognition of relevant professional knowledge.

Due to the limitations of cognition, experience and thinking cognition, when facing with a large amount of knowledge and information, many college students lack the necessary discrimination and over-reliance on new media to complete their homework, which leads to a decline in learning and research ability. Relying on new media without using platforms such as HowNet, Weipu, etc. to query relevant knowledge is not conducive to the cultivation of college students' academic awareness and the improvement of innovative thinking ability. It also

profoundly affects the improvement of students' comprehensive quality.

Some undergraduates in the school regard the new media as a "special thing", they get "Internet addiction" because of over-investment, "Online Life" is hyperactive and energetic, while "Offline Life" is tired and sleepy. Playing mobile phones on class has been banned repeatedly, which has seriously affected learning and life. Playing games online has become an important reason for students to skip classes, fail exams and drop out. As college educators, we must pay attention to the seriousness of this problem and take effective measures to prevent students from indulging in computer games and guide them to make proper use of network resources.

3.3. New media can easily erode the mental health of college students.

The massive information disseminated by new media has made college students who have just been freed from the high school environment and have insufficient knowledge of society dazzled. Facing the information carried by new media such as complex and diverse WeChat platforms and Microblog forums, college students have showed insufficient mental concentration, anxiety and even mental fatigue, falling into a state of overwhelmed and helpless. Some college students can't grasp the boundaries between "online life" and "offline life", which has caused communication barriers with real life. Some college students even have suffered from mental illness due to excessive reliance on new media. Without intervention, it will inevitably affect students' interpersonal communication, evade real life, and even cause serious mental illness. This is another major challenge for ideological and political education in universities in the new media era.

3.4. New media can easily distort students' values.

In the era of new media, college students are gradually forming a strong tendency of individual awareness and pragmatism due to the influence and induction of certain bad information. Among college students, there is a value concept based on personal interests and utilitarianism as the standard, which is a derivative of personalized expression habits in the new media era.

This distorted value profoundly can affect the formation of college students' healthy personality. When college students are facing certain new media information, due to lack of strong information judgment ability, many students sway or choose casually, presenting the situation of double or multiple value standards in parallel. Utility is more important than morality, demand is greater than contribution, and fashion goes beyond traditional bad trends.

Furthermore, due to the blending and conflict of different national cultural forms in new media, especially the monopoly position in new media formed by the English-led “Western Centralism”, it is easy to promote the western universal values in new media and challenge the guiding position of Marxist ideology in our country. It also can shake and denigrate the mainstream ideology of our society, reducing other ethnic cultures and leading to the weakness of college students’ national consciousness. Furthermore, it can weaken national identity gradually. Some undergraduates with poor judgment ability are making no attempt to make progress, and they are likely to blindly worship the capitalist values, being trapped in the trap of Western hedonism. And in their behaviors, there is resistance to the classroom and dislike to their schools. Because of the impulse to blindly believe, many students have made some unreasonable, unethical or illegal behaviors.

In summary, the negative impact of new media in the college students cannot be ignored. Uncertainties such as its complicated ecological environment, the popularity of the subject, and the complexity of the content affect the physical and mental health of college students, the moral cultivation of college students and the value orientation of college students. Therefore, avoiding the negative impact of new media on college students and enhancing the effectiveness of college students’ ideological and political work are the new tasks and the new issues that college ideological and political education workers are facing.

4. The countermeasures for ideological and political education of college students in the context of new media

4.1. Strengthen students’ online moral education and create a good online cultural atmosphere.

The university stage is a critical period for the formation of world outlook, outlook on life and values. While new media brings convenient services with rich information and powerful functions, its negative effects have always eroded the physical and mental health of college students. As college administrators, they should always insist on arming the minds of college students with the socialist theoretical system with Chinese characteristics, and actively carry out new media safety education through courses such as ideological and political education theory courses and network safety education courses carried out by colleges and universities. Online public opinion guidance and other forms can be used to guide college students to use new media tools correctly, use the school’s official new media platforms to carefully design positive energy information for college students to browse, and gradually guide and establish an online environment suitable for the healthy growth of students.

The new media information is uneven and all-encompassing. This requires universities and relevant departments to carry out management and supervision to effectively strengthen network supervision and purify network ideological education. We must keep up with the times, actively promote good ideas, establish good public opinion guidance, purify the hot spots of online news and create a good atmosphere. In order to create a good online cultural atmosphere, in addition to the requirements for active management and supervision of political ideological content, it is more important to strictly control the “entrance” to completely prevent bad information from invading its own official new media platform, and enhance risk prevention awareness.

4.2. Improve the school network system and mechanism, establish a college professional work team.

Improving the school network system and mechanism and establishing a “red and specialized” work team for online education has become a stepping stone for colleges and universities to standardize college students on the correct treatment of new media, which can seek advantages and avoid harm.

College counselors and class teachers should lead by example in daily student management, maximize the connection with the students in the study and life, understand the students’ thoughts and feelings, and fully grasp the ideological states and psychological needs of college students to timely adjust the methods and methods of ideological and political education. It is necessary to build a professional work team of college ideological and political counselors as the main body, master the law of ideological and political education, and be familiar with the ideological characteristics of college students. “Red” and “special” should become the team’s label. This professional team must earnestly study Marxism, Mao Zedong Thoughts and the theoretical system of socialism with Chinese characteristics, arm its mind with Xi Jinping’s New Era Socialism with Chinese Characteristics, resolutely implement the party’s policies and ideologically be in line with the Party Central. It is necessary to strengthen the study of theoretical courses in ideological and political education and improve theoretical knowledge. It is necessary to continuously improve work ability through practice, effectively improve creative thinking, organization and decision-making ability, and improve the ability and courage to develop a new situation in ideological and political education under the new media environment. In this way, we can know ourselves and know the enemy and we can better grasp the appropriate time and make full use of new media resources to carry out ideological and political education of college students, so that new media can be used and controlled to help college students grow faster and become talents.

4.3. Offer professional online ideological and political courses and explore the construction of an online course system.

Major universities should, according to the needs of national social development and the development trend of the times, according to the characteristics and needs of college students, include new media online courses into the compulsory education category. All college students should learn new media-related knowledge. By carrying out systematic learning, it is conducive to college students to use new media to propagate themselves and promote positive energy.

At the same time, colleges and universities should give full play to the role of ideological and political courses in new media teaching, establish a network of ideological and political teaching resources, and reform the teaching mode of ideological and political courses. It is necessary to actively use the new media to carry out case teaching, inquiry teaching, experiential teaching, interactive teaching and other teaching modes of ideological and political courses, build smart classrooms for ideological and political courses, activate the “revolution” of ideological and political classroom teaching for further exploration and construct a network ideological and political course system to provide realistic practical basis. In addition, we must also strive to achieve the transformation from “ideological and political courses” to “curriculum and political thinking” and to achieve the same direction of other school courses and ideological and political courses, so that ideological and political courses and college students’ ideological and political education can work in concert, letting other school courses coordinate with the ideological and political education of college students, which can finally strive to build a pattern of “big ideology” in the whole school.

5. CONCLUSION

New media is like a double-edged sword with positive and negative effects on college students. Effective use of new media to strengthen the ideological and political education of college students is very important and is also a subject that needs long-term exploration.

Ideological and political education in the new era must follow the laws of ideological and political work, teaching and educating people, and the laws of students’ growth which is based on the information dissemination environment of the new era, deeply grasp the dissemination laws of the new media, continuously improve the working ability and level, and use new media to promote the main theme and deliver positive energy, enhance the effectiveness of university ideological and political education in the context of new media, educate people with culture and culture, adhere to the fundamental task of establishing people with virtue, unite their strengths, and strive to create a new era of “Three-wide education”.

This situation will contribute to the cultivation of the socialist builders and successors.

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