



Analysis of the Current Situation and Countermeasures of Party History Learning for College Students Based on the Development and Application of WeChat Applets

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Abstract. Since the 18th Party Congress, the Party Central Committee, with General Secretary Xi as the core, has attached great importance to the inheritance and promotion of the Party's glorious history, and it is timely and necessary for university students to carry out content-rich and diverse forms of Party history learning and education. It is of great significance to strengthen university students' learning of Party history with new learning methods in the new era. In this study, we have developed a WeChat app for college students to learn Party history, and disseminated and publicized 100 years of Party history in a popular way, in response to the characteristics of contemporary college students and the fragmentation of learning time, and the integration of various learning theories in pedagogy and educational technology. At the same time, this study conducted a questionnaire survey on college students using the app, and found that students' enthusiasm and initiative in learning Party history had increased significantly. At the same time, this study conducted a questionnaire survey on college students who used the applet and found that there was a significant increase in students' enthusiasm and initiative in learning Party history, and finally proposed an application approach in conjunction with the applet in order to provide scholars with new ideas to deal with the current situation of burnout in learning Party history among college students.

Keywords: party history study · Civic Education · red resources · educational technology

1 Introduction: Century of Party History Has a Long History

The year 2021 is the centenary of the Party's birthday and a key point in the historical intersection of the "two hundred years" goal, so it is timely and necessary to focus on Party history studies and education across the country. On 20 February 2021, General Secretary Xi delivered a speech at the mobilisation meeting for Party history study and education, explaining the necessity of Party history study and the main points of Party history education to be carried out, and calling on the whole country to carry out Party history study and education activities [1].

General Secretary Xi in the party history study and education mobilization conference speech, especially stressed that the party history education should focus on the innovation of ways and means. Learning the history of the Party can not remain at the level of telling and listening to stories, but through storytelling the public should be guided to deepen their understanding and grasp of the Party's history and deepen their understanding and knowledge of the Party's theories. How to innovate the way of learning and educating the Party history and improve its popularity is a question that needs to be considered for the development of Party history learning and education activities, and it is also a question that this study seeks to address.

2 Party History Research is in Full Swing

2.1 Learning Characteristics of Contemporary College Students and Their Acceptance of Civics

Since 2019, research related to the study of party history has shown an explosive growth. After combing through numerous literatures, we found that although a series of curriculum systems for red education have been carried out in colleges and universities, most of them are based on indoctrination teaching, and teachers use “roll call” and “sign in” to increase the attendance rate of the courses. However, the reality is that students are not interested in or even disgusted by the course content, resulting in a series of phenomena such as “teachers talk while students play” and “people in Cao's camp but not in their hearts”. With the rapid development of network and communication technology and the popularity of mobile devices, mobile learning has become one of the learning methods that college students are generally interested in today with its advantages of convenience and ubiquity of mobile terminals [2]. Mobile learning has become one of the most popular learning methods among college students. The fragmented learning on mobile devices is favored by more and more users, and this kind of spontaneous and non-compulsory learning can stimulate students' subjective initiative, such as students using the time between classes to study “Youth Learning” on WeChat public number.

3 Party History Learning Spring into Rain

In order to objectively study the problems and improvement strategies in party history learning, this study collates and analyzes many factors of party history learning through literature analysis method, questionnaire survey method and interview method.

3.1 Analysis of Learning Theories

1) Dell's “Tower of Experience” theory

In the process of designing and developing the app, the theory of “tower of experience” is fully applied to it. Party history knowledge is far away from learners' daily life, and direct visits to party history sites are time-consuming, while indirect understanding through books has problems such as low initiative and poor learning effect. WeChat applets

integrate pictures, videos and textual materials related to Party history, providing learners with “observed experience” in the middle of the “tower of experience”, which is more concrete than the “abstract experience” of books. It provides students with concrete and easy-to-understand experiences, and can break through the limitations of time and space to make up for the shortage of other “doing experiences” and achieve efficient learning. Party history learning applets provide learners with sensory experiences such as seeing, hearing and touching, finding a balance between concrete and abstract experiences, and laying the foundation for the formation of an abstract system of Party history knowledge.

2) “Constructivist” theory

According to constructivist learning theory, learning is the experience of real situations and is an active constructive process. Universities offer a series of ideology and politics classes, such as Modern Chinese History, Principles of Marxism, and Mao Zedong Thought. But in these classes, professors only instill knowledge, values, and political concepts into students, and it is difficult for students to internalize the knowledge, spirit, and beliefs mentioned in the books within just a few minutes of class. In other words, the end of professors’ teaching does not mean the end of students’ learning, and students still need to study a lot of relevant contents after class [3]. The applet is a good way to break through the singularity of the traditional Civics classroom lectures and hand over the initiative of learning to students. By distinguishing between different learning sections, students can choose their own learning according to their actual situation, thus meeting the individual needs of different learners [4].

The primary purpose of the Party history learning WeChat app is to stimulate learners’ love and initiative for learning Party history, so that they can learn Party history independently and voluntarily. Before the development of the app, this study conducted questionnaire surveys and interviews with college students to fully understand the learning characteristics and cognitive level of contemporary college students, and designed the “100 Years of Party History Youth Edition WeChat App” in the mode they expected. The app is designed to meet the aesthetics and interests of university students and to build deeper content on the basis of their knowledge.

3.2 Questionnaire

By coding and analyzing the 90 responses to the questionnaire “What are your opinions or suggestions about contemporary political education? diversify, learn more about the side”, “be practical, not fancy”, “don’t just talk, it’s better to talk about how to do it in daily life”, “besides popularizing In addition to knowledge of history, there should also be more contents that are closely related to modern life” were the most frequently answered items, accounting for almost half of the total responses, as shown in Fig. 1.

3.3 Qualitative Interviews

In addition, 23 young contemporary university students were randomly interviewed in this study to find out their level of Party history learning and their suggestions for a Party history learning and education platform. The study found that most of them are not reluctant to learn Party history, they just reject the face-saving, text-based and clichéd

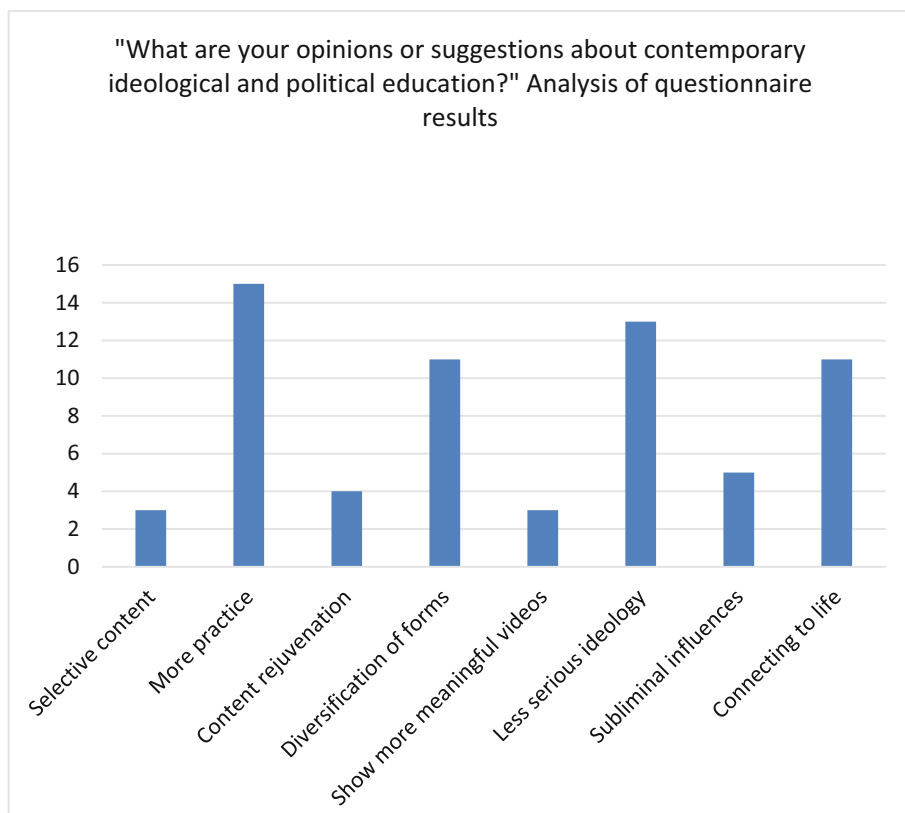


Fig. 1. "What are your opinions or suggestions about contemporary ideological and political education?" Analysis of questionnaire results (Self-drawn)

teaching activities. The survey found that modern college students learn about Party history in various ways outside the classroom, and the most important ways are watching film programs (67.5%), reading popular Party history books (45.2%) and searching the Internet (36.9%). This shows that the film and television content of Party history can effectively improve students' learning interest, initiative and motivation, such as the excellent film works "Bright Sword" and "Little Soldier Zhang Ga".

College students emphasized that the seriousness and solemnity of the Party history must be maintained regardless of the form. In this study, a comprehensive comparison of the features of various platform tools led to the choice of the platform WeChat applet.

4 Modernisation and Youthfulness of Party History Learning

According to the analysis of questionnaires and interviews, in order to better popularize the Party history, it is necessary to "lighten" and "rejuvenate" the Party history, telling and spreading the Party history in a way that students can enjoy, while ensuring the serious and correct content of the Party history [5].

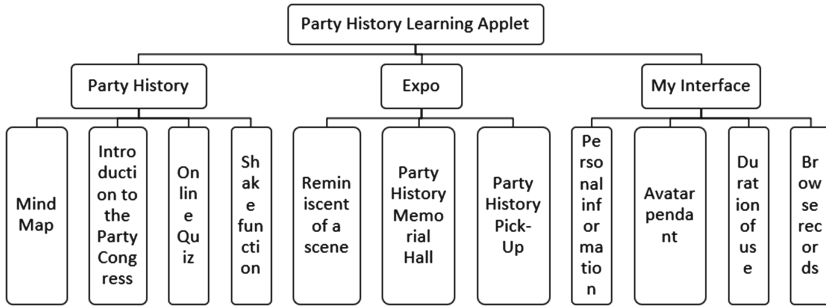


Fig. 2. Party history learning applet functional board design (Self-drawn)

4.1 General Analysis of Program Functions

Based on the analysis of the basic needs of university students, this study has designed three sections: “Party History”, “Expo” and “My Interface”, as shown in Fig. 2.

4.2 “Closed-Loop” Product Design Principles

In terms of product design, this study adopts the “closed-loop” design principle, and the overall process is shown in Fig. 3. Before the design of the applet, this study conducted pre-test research on college students through questionnaires and interviews to understand their learning habits and problems, so as to determine the needs of college students before the development of the applet. After the applet is released, this study will invite the pre-test students to use the applet and fill out the questionnaire again to judge whether the party history learning applet has solved the problems of form and content.

Based on the principle of closed-loop design, this study combines the product development concept of “rapid iteration” with small program development. This feature of rapid iteration is an important manifestation of how small programs stay alive [6].

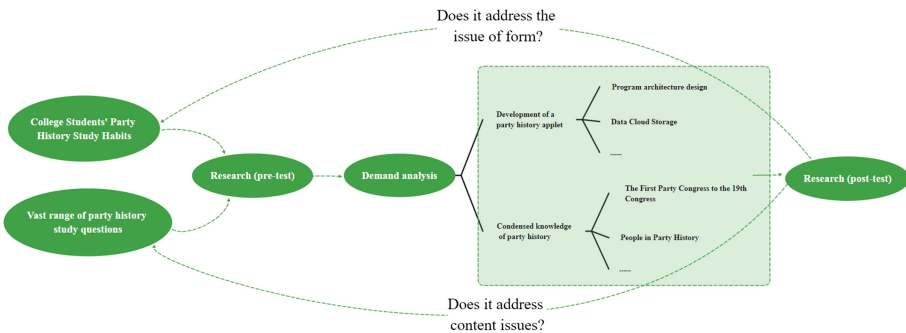


Fig. 3. “Party history learning applet closed-loop” product design principles (Self-drawn)

4.3 “Crossover” Reading Experience

In order to provide a better reading experience for learners, a criss-cross hand-sliding reading method is used. Taking the current page (the Fifth Communist Party Congress) as an example, you can slide left to read the contents of the Fourth Communist Party Congress, slide right to learn the historical information of the Sixth Communist Party Congress, and slide up and down to browse the mind map and body of this Congress. This design reduces the number of hidden menus and makes the page more concise, without the need for buttons, and enjoy the silky smoothness [7].

5 Youthful Party History, the Fire of the Prairie

After the successful development of the WeChat app, the author invited 54 college students and teachers to try it out and interview them, including ordinary college students, cadre members of league organizations and counselors, and found that most people responded well to the results of the interviews. The survey data of learners’ experience of the “Centennial Party History Youth Edition” program are shown in Table 1.

In consultation with the tutors, this project was applied to the offline group days as supplementary learning material. Judging from the application, the “100 Years of Party History Youth Edition” WeChat app has achieved the following results: ① Students’ interest in learning Party history has generally increased. ② The students’ perception of Party history deepened.

Meanwhile, the trial participants made suggestions for the applet to improve it. Combined with the interviews, the author proposes several ways to apply this party history learning applet for reference.

5.1 Combine with the Main Position of Civics Classroom

Based on the Civics courses currently conducted in universities, lecturers can introduce this applet to set up pre-reading before class, exchange learning content during class and study independently after class. In addition, new modes of delivery such as flipped

Table 1. Survey data of learners’ use of the “Centennial Party History Youth Edition” (Self-drawn)

Do you like the 100 Years of Party History Youth Edition? (Single choice)		Do you like any of the features of the “100 Years of Party History Youth Edition”? (multiple choice)	
enjoye it	15%	Party History Reading	55%
like it	55%	Answer the question	43%
Neutral attitude	18%	Shake it	67%
dislike it	10%	Reminiscent of a scene	54%
disgust it	2%	Memorial Hall of Party History Figures	61%
		Party History Pick-Up	73%

classrooms and micro-classes can be used, which not only enrich the original educational content, but also make the teaching methods commensurate with the trend of media integration and enhance the autonomy of university students in learning Party history [8].

5.2 Infiltration of Students' Classroom Community Activities

In addition to the Civic Science course, college students will regularly participate in the class day activities held by some faculty classes, the cadres of the organization can combine the program to design innovative activities, such as the party history knowledge quiz, party history story sharing. Then the party history learning program becomes a treasure trove of party history resources, supplying students to instantly view and learn.

5.3 Assist Students in Independent Learning

Party history learning is not only about the mastery of knowledge, but also about the deepening of the understanding of Party history and the improvement of personal quality [9]. Party history learning applet can provide college students with rich knowledge of Party history conveniently and quickly, combine with what they have learned in class, expand their thinking, and sort out the pulse of Party history with the help of mind map and timeline [10].

6 Conclusion

The long history of the Party has a long history, and everyone needs to understand and learn the history of the Party and the development of the Communist Party of China. The development of the intelligent era accelerates the transformation of the way of learning Party history, and college students should also follow the trend of the times and draw spiritual power from learning Party history in a new learning way. The applet designed in this study is close to the life and interests of young people, simple to use and with various functions, in order to promote the process of youthful Party history education in China and provide scholars with new ideas to promote the learning of Party history among college students.

Acknowledgments. This thesis was funded by the Jiangjin China Small Business Information Service Project (Project No. 02060403/201901000011).

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