



Human-Media Interaction: The Influence of Social Media on the Ideological Education of College Students

A Tracking Study Based on the Public Account of BIFT Yihaisiyuan

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Abstract. With the rapid development of social media, university students are facing a new and complex social and cultural environment. This study aims to review the current research on the impact of social media on the ideological education of university students. Through a comprehensive analysis of existing literature, we found that social media has both positive and negative effects on the ideological education of university students. On the one hand, social media provides students with a rich source of information and diverse perspectives, which can broaden their horizons and promote critical thinking. On the other hand, social media can also lead to the spread of false information, the formation of echo chambers, and the erosion of traditional values, which may harm students' ideological development. Therefore, it is necessary to manage social media in a way that promotes positive effects and minimizes negative effects. In conclusion, the impact of social media on the ideological education of university students is complex and requires further research and effective management strategies.

Keywords: Social media · ideological education · university students · impact · positive effects · negative effects · management strategies

1 Introduction

The rapid development of the digital age has changed the way people interact and affects people's understanding of the world. For individuals, the university stage is a key stage in the shaping of individual thoughts, which is influenced by various information. Among them, the interaction-based social media has a crucial influence on college students.

Social media is one of the main channels for college students to obtain information and knowledge [1, 5–9]. Through social media, college students can learn about various ideas and viewpoints, including the latest research results in academia, multiple perspectives on social events, traditional and modern concepts of different cultures, and so on. The acquisition of these information and knowledge is helpful to the accumulation

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of knowledge and the improvement of cognitive ability of college students, and also cultivates the openness and diversified thinking of college students.

Social media is one of the important platforms for college students to interact and communicate with society [2]. Through social media, college students can communicate with people from different regions and backgrounds, and understand wider social reality and cultural differences, which is of great significance to the improvement of college students' social cognition and cultural awareness.

In addition, social media also provides more practical opportunities for the ideological education of college students. For example, participating in public welfare activities, social practice, cultural exchanges, etc. through social media platforms can help college students combine the knowledge they have learned in the classroom with real problems, and improve their practical ability and problem-solving ability.

However, although social media plays a role that cannot be ignored in the ideological education of college students, how to avoid the adverse effects of social media on the ideological education of college students is worth exploring. Through the follow-up research on the public account of BIFT Yihaisiyuan, this paper has found key insights on actively guiding the thinking of college students and avoiding adverse effects.

2 Literature Review

2.1 Positive Effects

Existing research reveals the antagonistic influence of social media on the thinking of college students. In terms of positive effects, Blankenship, & Craig (2019) found that the use of social media can increase college students' intercultural knowledge and awareness, and promote intercultural communication and understanding [1]. Zhang, M., & Cheng (2020) found that the use of social media can promote the improvement of openness, diverse thinking and social skills of college students [5]. Boyd (2014) found that social media has an important impact on college students' social behavior and social cognition. These studies reveal the positive role of social media in enhancing the communication and cognition of college students [2].

2.2 Negative Effects

Social media has also had a negative impact on the thinking of college students. For example, Zhang, M., & Cheng (2020) found that social media use may also lead to cognitive decline, weakened social skills, and exacerbated emotional problems in college students [3, 4]. Boyd (2014) believes that college students are overly dependent on social media and addicted to virtual social interaction. Blankenship, & Craig (2019) point to information quality and misleading issues.

Based on the findings of existing research, how to avoid the negative influence of social media on college students' thinking, such as misleading, and at the same time enhance the active social participation of college students and promote the active and healthy development of college students is an important issue facing universities and the government [5].

3 Effective Practice of BIFT Yihaisiyuan Official Account

In order to meet the new characteristics of college students and the new requirements of ideological and political education, the Ideological and Political Theory Teaching Department of Beijing Institute of Fashion Technology (BIFT) effectively expands the channels of ideological and political education, enriches reading after class, and further enhances the pertinence of ideological and political teaching. From March 2022 Beginning on May 5th, the WeChat official account of BIFT Yihaisiyuan was officially launched to “connect” the campus culture in real time and facilitate the communication between teachers and students. The official account provides spiritual food for college students in a way that young students like to see and hear. The official account is of great significance in how to lead, cultivate, and reflect the ideological construction of college students in the new era, and it will be analyzed in the following aspects.

3.1 Education and Training

The BIFT Ideological and Political Department conducts education and training through the official account to improve students’ awareness and skills of using social media. For example, combined with BIFT school’s special courses or seminars, it helps students understand the advantages and disadvantages of social media, how to use social media reasonably, how to identify and deal with false information, and so on. Guide college students to use social media correctly, by emphasizing the correct use of social media, including how to publish meaningful content, how to communicate with others, how to protect their privacy, etc. At the same time, strengthen the awareness of college students that social media is not only a channel for information acquisition, but also a way to show themselves, and they should be used with correct attitudes and methods. Improve students’ network literacy. Internet literacy refers to the skills, knowledge and values that people need to possess when using the Internet. Through education and training, students’ network literacy can be improved, including how to identify false information, how to protect personal privacy, how to carry out network security precautions, and so on. These knowledge and skills play an important role in students’ daily life and study. Develop students’ social skills. Social media is a social tool, and social skills are an essential interpersonal skill. Through education and training, students’ social skills can be cultivated, including how to communicate effectively, how to deal with interpersonal relationships, how to establish a good interpersonal network, and so on. These skills are also of great significance to the future development of students. Strengthen the ideological and moral education of students. The use of social media also needs to follow certain ethics and laws and regulations. Through education and training, students’ ideological and moral education can be strengthened, and their correct moral concepts and behavioral norms can be cultivated, so as to show a good personal image on social media. In short, through education and training, the social media literacy of college students can be improved, and the positive influence of social media on college students’ thinking can be enhanced. Schools and society should work together to carry out relevant education and training activities to provide better protection for the healthy growth of students.

3.2 Establishing Norms

BIFT actively leads the use of social media in schools through official account promotion, clarifies the code of conduct and responsibilities of college students on social media, and prevents college students from posting inappropriate remarks, illegal information and bad content on social media. Through the establishment of corresponding normative documents, the content, form, and frequency of college students' use of social media are regulated. These normative documents are jointly formulated by schools, governments and other institutions, and are publicized and promoted to the majority of teachers and students. Set up relevant social media courses, teach students the methods and skills of rational use of social media, help them master information literacy and skills related to social media, and improve their social media literacy. Establish an interactive mechanism among schools, families, society, and social media to strengthen communication and exchange, so that some problems and difficulties arising from the use of social media can be discovered and resolved in a timely manner. Establish a corresponding guidance mechanism to guide college students to maintain rationality, restraint and self-control when using social media, and reduce addiction and dependence. At the same time, the school cooperates with families and communities to guide college students to correctly handle information on social media through a guidance mechanism, especially for some false information and negative information, guidance and warnings should be strengthened. The use of social media requires the establishment of a supervision mechanism to strictly supervise and punish some non-compliant behaviors, such as publishing false information, insulting others, and infringing on others' privacy. To sum up, establishing norms is an important way to enhance the positive influence of social media on college students' thinking.

3.3 Provide Support

BIFT provides solutions to the stress and problems that social media use can cause by promoting ideological education and providing students with mental health support and counseling services. To provide diversified social media services, social media platforms should provide a variety of services and content to meet the different interests and needs of college students and enhance their sense of participation and belonging. The school encourages college students to actively participate in social media, express their opinions and ideas, and exert their creativity and influence. Through joint efforts, we can establish a good network environment and culture, provide diversified services and content, encourage active participation and expression, and strengthen education and guidance, so that social media can play a more active role in the ideological education of college students.

3.4 Stimulate Positive Energy

The BIFT public account stimulates students' positive emotions and positive energy by promoting positive and healthy social media content, such as sharing positive energy posts, charity activities, success stories, volunteer services, public welfare activities, etc., by promoting these content To stimulate the positive attitude of college students;

by providing valuable content, such as scientific knowledge, social news, etc., to guide college students to think positively and enhance their ideological education; to establish positive communities, such as volunteer organizations, academic discussion groups, etc., to enhance the positive emotions and sense of self-worth of college students; increase students' sense of participation and autonomy by enhancing interactivity, such as online question and answer, interactive topics, etc., so as to promote their positive thinking and actions; establish a positive evaluation mechanism, Such as likes, comments, etc., to encourage the dissemination and sharing of positive content, thereby enhancing its positive impact on college students' thinking.

The official account of BIFT Yihaisyuan promotes the positive influence of social media on the ideological education of college students through comprehensive consideration and practice. Using the Template.

After the text edit has been completed, the paper is ready for the template. Duplicate the template file by using the Save As command, and use the naming convention prescribed by your conference for the name of your paper. In this newly created file, highlight all of the contents and import your prepared text file. You are now ready to style your paper; use the scroll down window on the left of the MS Word Formatting toolbar.

4 Reflection and Discussion on Current Poor Social Media Management

Although social media has many positive effects, such as facilitating information exchange, enhancing interpersonal relationships, etc., there are also some negative effects, such as increasing addiction, reducing concentration, increasing anxiety, and so on. These negative effects, if not managed and controlled effectively, may have adverse effects on the ideological education of college students. Through reflection, these current adverse phenomena may be caused by the following reasons:

4.1 Social Media Lacks a Regulatory Mechanism

We need to strengthen the governance mechanisms of social media. Various methods can be adopted, such as establishing a complaint mechanism, increasing manual review, strengthening automatic filtering, etc., to reduce the spread of false information and vulgar content.

4.2 Lack of Guidance and Education in Colleges and Universities

We need to strengthen the guidance and education of schools. Schools can guide students to form healthy online behaviors and enhance their ability to identify and process online information by carrying out publicity and education and providing consulting services.

4.3 College Students Still Lack Self-management Ability

We need to improve students' self-management ability. Students need to understand the advantages and disadvantages of social media, master the skills and methods of rational use of social media to overcome addiction and dependence.

In short, the poor management of social media has become a serious problem, which requires the joint efforts of the whole society to promote the positive impact of social media on the ideological education of college students.

5 Conclusions

The impact of social media on the thinking of college students is double, both positive and negative. On the positive side, social media provides a wide range of information resources, increases opportunities for social participation, promotes communication and interaction among students, and establishes a personalized information flow. On the negative side, social media may expose college students to false information and negative emotions, leading to over-reliance and addiction, and commercialization and profit-driven may also lead students to accept unhealthy information and values. In order to maximize the positive effects of social media, a series of management and guidance measures need to be taken.

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