



# Network Public Opinion Response to Ideological and Political Education in Universities

Quanjie Tan

School of Marxism, Chongqing Business University, Chong Qing , CHINA

18225004512@163.com

**Abstract.** With the development and evolution of the Internet, online public opinion has emerged on online platforms. Online public opinion has a profound impact on the development of ideological and political education in universities, and has shown characteristics such as platform openness, mechanism fairness, and rapid dissemination. This determines the importance of online public opinion guidance in ideological and political education in universities. Therefore, it is necessary to address online public opinion from three aspects: management, guidance, and education.

**Keywords:** Online public opinion , universities , education

## 1 Introduction

With the development of information technology, the internet has become an essential part of our daily lives and has a positive or negative impact on our production and life. From a positive perspective, the complexity and interweaving of online information have a negative impact on school education, resulting in the formation of online public opinion. The ideological and political education in universities is an important content of modern education, which is not only related to the healthy development of the educational subject's ideology, but also closely related to the social atmosphere. Therefore, in the era of the internet, it is necessary to provide online public opinion guidance for ideological and political education in universities. At present, the academic community has conducted extensive research on this issue, mainly focusing on the analysis of online public opinion and university education. However, few scholars have linked online public opinion with a specific discipline in universities for analysis. Therefore, this article will analyze the basic characteristics of the development of ideological and political education in universities in the current network era, clarify the value of online public opinion guidance in ideological and political education in universities, and propose strategies for responding to online public opinion in ideological and political education in universities. "Research methods are related to the development of ideological and political education disciplines. In view of the selection basis of the research method of ideological and political education, it is clear that the research object as the

© The Author(s) 2024

Y. Chen et al. (eds.), *Proceedings of the 2023 3rd International Conference on Modern Educational Technology and Social Sciences (ICMETSS 2023)*, Advances in Social Science, Education and Humanities Research 784, [https://doi.org/10.2991/978-2-38476-128-9\\_56](https://doi.org/10.2991/978-2-38476-128-9_56)

starting point, the subject attribute as the stipulation, and the educational object as the foothold.”<sup>[1]</sup>

## **2 The Basic Characteristics of the Development of Ideological and Political Education in Universities in the Internet Era**

### **2.1 The public opinion platform has openness**

“With the continuous development of Internet technology, the construction of discourse right of network ideological and political education in colleges and universities is facing new opportunities and challenges.”<sup>[2]</sup>Currently, most countries in the world are moving towards modernization, including China. In the past decade, the development of internet technology in China has been particularly rapid, which has had a great impact on our learning and life. The teaching content and models of some universities have also changed accordingly. The subject of online public opinion is diverse and unrestricted, and its influence may affect any corner of the world. Any individual or organization of ideological and political education in universities can use the global shared online public opinion space to carry out activities, and can also be informed of government policy trends anytime and anywhere, participate in online voting, express policy opinions, propose policy suggestions, and thus influence real government decision-making. The guidance of online public opinion on ideological and political education in universities has opened up new decentralized channels and open platforms that influence traditional politics.

### **2.2 The participation mechanism has fairness**

Internet technology is both a challenge and a challenge for ideological and political education in Chinese universities. It is an opportunity, the information resources in the Internet enrich people's lives and broaden their horizons. Compared to the real world, equality in the virtual world is easier to achieve. As long as the legal conditions for political participation and discussion are met, individuals or organizations in ideological and political education in universities can participate in online public opinion and fully enjoy the right to equality in online public opinion. The networked development of ideological and political education in universities presents a level of political equality, providing individuals or associations with more free opportunities to participate in social activities, shortening the spatial distance between educational individuals or associations and government organizations, and forming a dialogue stage that can influence the decision-making behavior of government organizations.

### **2.3 The speed of information dissemination is rapid**

Online public opinion has achieved efficient and rapid dissemination of information, specifically manifested as: One is the real-time and timely dissemination of online

public opinion information. New policy system. By publishing regulatory measures on internet platforms, they can be quickly disseminated, enabling. Individuals or organizations involved in ideological and political education in universities are promptly informed. Secondly, online public opinion tools. There is a wider range of information dissemination. Political information from any country or region. Once published on the internet, it may instantly attract worldwide attention and criticism. On, facing international and domestic public opinion pressure.

### **3 The value of online public opinion guidance in ideological and political education in universities**

#### **3.1 Enrich the content of ideological and political education**

In the era of online information, ideological and political education in universities is influenced by various factors, and presents characteristics such as openness of public opinion platforms, fairness of participation mechanisms, and rapid information dissemination, which poses great challenges to the management of ideological and political education in universities. “However, our knowledge of the factors influencing student engagement and learning is somewhat dispersed, partly due to a lack of a theoretical framework that guides research.”<sup>[3]</sup>Therefore, we need to guide online public opinion in ideological and political education in universities. Online public opinion guidance includes clarifying false public opinion information, which helps improve students' ability to distinguish right from wrong and enriches the content of ideological and political education.

#### **3.2 Consolidate ideological stability on campus**

The internet not only provides us with convenience, but also hides dangers. We can understand the world through the internet, and some unscrupulous individuals who endanger social stability will also create social stability through the internet. In a society, the most active place of thought is in schools, where illegal elements may mislead students through the dissemination of necessary information through the internet, thereby stimulating their rebellious mentality and achieving the goal of endangering social stability. Therefore, guiding online public opinion can effectively prevent harm and consolidate ideological stability on campus.

#### **3.3 Purifying the ecosystem of cyberspace**

The freedom of online platforms allows everyone to express their opinions through the internet, but not all of these opinions are true. Some netizens also freely attack others with words on the internet, causing damage to the network ecosystem. Managing and guiding online public opinion can effectively reduce the occurrence of uncivilized online phenomena and purify the ecological environment of online space.

## **4 Strategies for coping with online public opinion in ideological and political education in universities**

### **4.1 Standardized management and scientific research and judgment**

“Analysis of the spatiotemporal distribution of online public opinion topics can help understand the hotspots of public concern. The topic model is employed widely in public opinion topic clustering for social media data.”<sup>[4]</sup>We need to standardize the management and scientific analysis of ideological and political public opinion information. Increase support for Investment in software and hardware resources for information technology application, focusing on public opinion using big data technology Information, mapping the evolution process and laws of public opinion, and controlling and mastering the core of public opinion work, and perceiving potential risks in the development process of public opinion through public opinion monitoring. We need to vigorously strengthen the construction of university network platforms, increase communication between teachers and students, timely grasp the ideological dynamics of college students, implement ideological and political education, adopt data-driven thinking, scientifically develop processing methods and management models, handle public opinion information at different levels, timely report, optimize processes and organizational structures, and standardize network public opinion management in the face of emergencies. The information on online platforms is complex and diverse, so it is necessary to assess the authenticity of various types of information, manage negative information in a timely manner, scientifically predict the potential adverse consequences of negative information, and propose corresponding solutions

### **4.2 Guide correctly and optimize the environment**

“Purpose Higher educational institutes (HEIs) are experiencing a significant shift towards online education, which has been fast-forwarded with the global pandemic of COVID-19. The forced shift has also exposed many vulnerabilities in online education, especially assessments.”<sup>[5]</sup>Establish a professional talent team to guide ideological and political public opinion, and formulate scientific and effective measures. The guiding mechanism of. Universities should formulate targeted measures to address the risks of online public opinion. Slightly, guide the development direction of online public opinion correctly. In the process of guiding public opinion, note By combining it with ideological and political education, we can ensure the timely and effective guidance of public opinion. Increase. The intensity of ideological and political education, emphasizing the integration of ideological and political education and public opinion guidance Weaving and presentation forms, through educational teaching, social practice activities, and thematic research. Effective guidance should be provided for incorrect views that affect the stability of social psychology, guiding netizens to correctly view the scientific nature of events

### 4.3 Strengthen education and enhance abilities.

The frequent occurrence of public events has brought incalculable spiritual and economic losses to both the people and the country of our country. In response to public events, especially public crisis events, the role of public opinion guidance cannot be ignored, and playing this huge role can even have the effect of turning the crisis into safety. However, if there are improper aspects of public opinion guidance, it can lead to further deterioration of the crisis situation, So currently, how to provide correct public opinion guidance for public events has become an urgent problem that national government departments need to solve. Innovate the methods and methods of ideological and political education, continuously improve the ideological and political network in universities. The hierarchical and three-dimensional nature of education in presentation and expression, effectively enhancing ideological and political education in universities. The attractiveness and centripetal force of online education in ideological and political education. Reasonably coordinate various educational resources, adopt scientific methods to innovate educational organizational models and presentation forms, build the ideological and political education network of universities into a high-quality resource base for ideological and political education in the new era, effectively enhance the cohesion of ideological and political education in universities, and efficiently enhance the influence of ideological and political education.

## 5 Conclusion

Under the new media environment, universities should focus on their own development and effectively build a comprehensive system. Innovate the workflow of online ideological and political work based on the pattern of online public opinion, and formulate relevant measures. Rules and systems achieve a win-win goal of responding to online public opinion and managing ideological and political work. Guided by the goals of ideological and political education and public opinion work in universities, carrying out ideological and political education in universities. Constructing a three-dimensional system for political and public opinion management, guidance, and education. Response to ideological and political public opinion in universities. The three-dimensional system can achieve the organic integration of public opinion management, guidance, and ideological and political education work. Integration to ensure the timely and effective response of ideological and political public opinion in universities. Only by correctly handling negative information on the internet and timely monitoring and guiding the views of netizens can we better stabilize social attitudes and promote social and economic development. The development of higher education requires the joint efforts of every educator, committed to achieving the benign cultivation of students' ideological and political education. Helping students identify the truth and falsehood of all complex online information in the first place, and questioning false information and reactionary views in the first place. Students are concerned about the prosperity and development of society, the country, and the nation. Only by doing a good job in student education can we better promote social progress and achieve modernization in education.

## Acknowledgment

Chongqing Graduate Research Innovation Project in 2023

Research on the Integration of Hongyan Spirit into College Students' Ideal and Belief Education from the Perspective of the Great Historical View

CYS23563

## References

1. Zuwei He.(2023).Research Methods of Ideological and Political Education: Reflection and Transcendence. *Journal of Social Science Humanities and Literature*(4). doi:10.53469/JSSHL.2023.06(04).07.
2. Tong Xining.(2023).Analysis of the Construction of Discourse Right of Network Ideological and Political Education in Colleges and Universities. *Frontiers in Educational Research*(10). doi:10.25236/FER.2023.061014.
3. Koswatte Isuru,Fernando Chandrika & Jayawardena Nirma Sadamali.(2023).The dark side of online transition of exams in higher education: a perspective of an emerging nation.
4. Li Lin,Zhang Renwen & Piper Anne Marie.(2023).Predictors of student engagement and perceived learning in emergency online education amidst COVID-19: A community of inquiry perspective. doi:10.1016/J.CHBR.2023.100326.
5. Chunchun Hu, Qin Liang, Nianxue Luo & Shuixiang Lu.(2023).Topic-Clustering Model with Temporal Distribution for Public Opinion Topic Analysis of Geospatial Social Media Data. *ISPRS International Journal of Geo-Information*(7). doi:10.3390/IJGI12070274.

**Open Access** This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

