Ideological and Political Education in the Perspective of Public Network Sentiment at Colleges and Universities

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Abstract—In "the microphone" era of the masses, it becomes a new subject for ideological and political education at colleges and universities to handle the public Network sentiment. First of all, this paper clarifies the meaning of public sentiment, Public Network Sentiment and Public Network Sentiment at colleges and universities. Then it analyzes the current condition of Public Network Sentiment at colleges and universities and deficiencies exist in administration and guidance of it. At the same time, it also explains the challenges that are faced with by the theory, content, method and team of ideological and political education at colleges and universities respectively in spite of the omission of administration and control of Public Network Sentiment. Finally, this paper puts forward effective strategies for ideological and political education at colleges and universities under public Network sentiment.

Keywords—colleges and universities; public network sentiment; ideological and political education

I. INTRODUCTION

"Public Network sentiment" that is a way for someone to express and spread out his feelings, attitude and thought about something on the internet, is one form of social public sentiments. "According to the 35th Statistics Report for China Internet Developing Situation by China Internet Network Information Center (CNNIC), till the end of Dec. 2014, there have been 649 million netizens in China, among them young people aged 20 to 29 is the most in number, which accounts to 31.5% of the total." University students are the driving force in the group of "the highest network utilization" and they are the producing force of public Network sentiment and can be affected by it as well. When the public sentiments at campus grow in number, they will turn into public opinions. We need to correctly understand public Network sentiment at colleges and universities and lead them in time to avoid the appearance of harmful public Network sentiment.

II. THE MEANING OF PUBLIC NETWORK SENTIMENT AT COLLEGES AND UNIVERSITIES

According to the authoritative definition agreed by the academy, "Public Network Sentiment" means "the gathering of people's cognitions, attitude, feelings and reactions towards some incidents on the internet". Public Network Sentiment at colleges and universities refers to the intensive opinions, emotions and words etc. on the network carriers that are used by college and university students. It also has its own features:

Firstly, its range of content is wide and form is new, the topic of Public Network Sentiment contains a variety of aspects, such as foreign and domestic social economy, politics, society and culture. The carrier of these content is also numerous, for example, undergraduate students, post bar, instant messaging, mini blog, Wechat, 3 G media and so on. Secondly, the emotion of the subject it has strong infectant power. The subject of Public Network Sentiment at colleges and universities is undergraduate students, especially those active on the campus network. They always release things that they are interested with or those that challenge their interests. Those people, whether they know these things or not, may be one of a circuees and even join in the discussion. Their emotions can be influenced by other circuees, in this case Public Network Sentiment can be easily formed. Finally, Public Network Sentiment can appear in suddenness and can not be guarded against easily. People on the net are anonymous, which results in the subjectivity and arbitrariness of the undergraduates when releasing some words. When post to expose something, without deeply thinking and investigating, they always think about their own opinion. Other undergraduates support the content in the posts without knowing whether, it is true or not. At this time, an influential Public Network Sentiment can be form easily in a short period.

III. MANY DEFICIENCIES EXIST IN THE GUIDANCE AND CONTROL OF PUBLIC NETWORK SENTIMENT AT COLLEGES AND UNIVERSITIES

Because the network itself is limited and undergraduates can not restrain themselves well, there is fake and harmful information which makes people confusing in Public Network Sentiment. It is common to see personal attack and cyber manhunt. There are filled with irrationalistic phenomena and what's worse, the colleges and universities

can not guide the public sentiment efficiently. Once the public sentiment becomes out of control, it would be a dangerous incident on the internet or even in the real world. And affect the safety and stability of campus and society. There are numbers of public sentiment incidents related to campus, while in the lack of correct and scientific guidance, they become worse and worse and cause bad effect in society in the end. The deficiencies of guidance and control of Public Network Sentiment at colleges and universities are as follow:

A. Inefficiency in Preparation for Dealing with Emergencies, Slow Speed of Its Reaction

The key to control Public Network Sentiment at colleges and universities is immediately reacting to it. To handle and guide public Network sentiment, relevant people must do his own responsible work. At the same time, control it at first and prevent it from spreading. At present, most colleges and universities do not have a complete Public Network Sentiment control system. Departments like Students' Affairs Division, Network Administration Center, Propaganda Department and Youth League Committee have no clear distribution of work and define of responsibility and power. These all will lead to slow response and inefficient reaction to emergencies occur at colleges and universities.

B. Measures in Dealing with Crisis is Passive and There is No Institutional Constraint

"When dealing with hot issues at colleges and universities, we adopted measures like avoidance, occlusion and 'cold treatment' and attempted to play its effect down and control it. In this case, our role was a controller, instead of a guider." [1] There is no institutional constraint in checking the registered identity of undergraduates on the campus net and in the examination, approval and supervision of releasing information on the campus network. What's more, there is no enough attention and no relevant punishment to serious problems of releasing and spreading negative, retroactive and wrong news. All these can result in their self-indulgence in fictitious cyberspace and further result in their overfree words. Under this circumstance, the Public Network Sentiment crisis can be easily caused.

C. Public Sentiment Control Measures are Backward and Lack of Investment in Equipments

The features of Public Network Sentiment are new-in-form, fast-expanding and wide- spreading. Nitizens' discontent towards something or unreal information can be released by an anonym. And those bad news and retroactive words, students can see it at no time and spread it out. On this occasion, the "man to man" supervision measures adopted by colleges and universities now to campus net sentiment can not work efficiently. Traditional measures can not meet the needs of modern internet age, while the

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[1] Zeng Runxi, Wang Guohua, Xu Xiaolin. Control and guidance of public network sentiment at colleges and universities[J]. Information Studies: Theory & Application, 2009（11）：81

developing of new supervision system has not completed yet. The supervision system of Public Network Sentiment should include supervision and analysis platform for Public Network Sentiment, data base for handling information and early-warning, filtering system for dealing with harmful news and technical public sentiment monitoring software. Because of the limitation in high cost of equipments and difficulties in its technology, most colleges and universities do not have technical supervision system of Public Network Sentiment. They are mainly relying on manual monitoring by cyber administrators and public sentiment workers

IV. THE CHALLENGES THAT IDEOLOGICAL AND POLITICAL EDUCATION FACED WITH IN LACKING OF SUPERVISION OF PUBLIC NETWORK SENTIMENT AT COLLEGES AND UNIVERSITIES

A. Educational Concept of Ideological and Political Education are Being Challenged by Public Network Sentiment at Colleges and Universities

Traditional method of teaching ideology and politics at colleges and universities is cramming method. Teachers take the lead and inculcate knowledge to the learners, which may lack of equal interaction and communication. While Public Network Sentiment break this phenomenon. The information undergraduates get does not only come from teachers. They can get information through many ways on the internet; they can choose it more independently. In this case, the educators lose their information advantages; they are equal to the learners. On this occasion, the revolution of the method of teaching ideology and politics is required, that is to change it from cramming method to double cooperation method.

B. Educational Content and Method of Ideological and Political Education are Being Challenged by Public Network Sentiment at Colleges and Universities

Superior position of educators was broken by Public Network Sentiment at colleges and universities. The subject consciousness of undergraduates is becoming stronger and stronger. Both the educators and the undergraduates are equal in the expression of public sentiment, thus it becomes difficult for cramming method to work on cyber space. In the age of internet, the thought of undergraduates is libertarian, open and active; and they prefer high-tech way of communication and entertainment. There is reverse psychology in their mind towards traditional way of education. If we continue to adopt measures of lecture and panel discussion neglecting features of information society and without applying new net technological, we cannot receive effective and efficient ideological and political education.

C. Educational Team of Ideological and Political Education are Being Challenged by Public Network Sentiment at Colleges and Universities

In traditional ideological and political education, knowledge and skills grasped by educators were more than students. This led to absolute authority and initiative of educators. However, with the developing of internet and

mass media, the information students can get is becoming more and more, and the newest information they acquire is even more than those educators. The way of cultural inheriting and educating goes in a reverse way, which challenges the authority and affection of educators. Those "anonymous seniorities" from cyber space and mass media reduce the role of ideological and political educators as "role models" and "knowledge authorities".

V. THE COUNTERMEASURES ADOPTED IN IDEOLOGICAL AND POLITICAL EDUCATION UNDER PUBLIC NETWORK SENTIMENT AT COLLEGES AND UNIVERSITIES

A. Estabilish A Team of High Quality In Handling Public Sentiment

The establishment of a team of high quality in handling public sentiment problems is a precondition to guide Public Network Sentiment at colleges and universities. At present, teams like this have been formed at many colleges and universities. For instance, "the work related to Public Network Sentiment in Hunan University is handled by Lu Feng Internet Club; The team at Xi'an Jiaotong University is supported by its information network center; Harmonious Sunshine Online Comment team has been established in Dongbei University."[2] Those teams can play a fundamental role in supervising and guiding the Public Network Sentiment

To establish a team of high quality, we need to pay attention to the following things: first, there should be complete leading group and organizations that can assume the task of supervising and administering the public sentiment. Second, a team with both full-time and pat-time members of high ideological quality and professional qualification should be formed in the related institutions. Third, we need to word hard to develop campus "opinion leaders" in internet forum, mini blog and post bar. "Opinion leaders" often refers to those senior netizens and moderators in BBS who have many fans. Some of them are teachers in colleges and universities. They always post interesting things that draw people's attention. In the face of mass information, the common people may do not know what to do. In this case, "opinion leaders" strengthen correct opinions, win over neutral ones and fight against those harmful through their own words. They play important roles in people's judgment; meanwhile, their words are important support of other people's decision. It is obvious that the function of "opinion leaders" is to make the online comments play its guidance role. By this way, lead the online opinion.

B. We Must Attach Equal Importance to Education and Supervision, Lead the Public Network Sentiment to Correct Way, and tt The Same Time, Establish Sound Leading Mechanism of Public Network Sentiment at Colleges and Universities.

"When Public Network Sentiment appears and there are people discuss it online, it will undergo a process. It is formation, rising, fluctuation and weaken of it."[3] when sudden net public sentiment occurs, we should establish "quaternity" quick reaction leading mechanism on the basis of understanding the law of it. And try our best to reduce the bad effect it may bring about. With quick reaction as its core , this mechanism contains four aspects, namely information collecting, emergency treatment, immediate association and effective guidance. These four measures should be adopted one after another in a short period or even with in the same time. If not, the guidance will not be effective. What's worse, we may lose the proper opportunity to deal with it.

First of all, we need to collect information and give it to relevant department immediately. Once the sensitive information appears or emergencies occur, we need to collect relevant information quickly through teams and network of public sentiment. The effective information gathering in the "quaternity" mechanism plays a leading role in it. Because, as is stressed "the collecting of public sentiment information can directly influence its quality, and thus deeply affect the quality of decision."[4] Once collected, the effective information will be integrated and analyzed by teams dealing with public sentiment problems. Meanwhile, they will make sure the level of the incident. Then the information will be given to relevant institutions, school leaders, ideological and political section of education department at city and provincial level and coordinating and leading groups of Public Network Sentiment affairs. At the same time, we must communicate with relevant department at a higher level. At the end, we will make contingency plan in accordance with specific conditions.

Secondly, we need to make urgent response and rapid interaction. Once the information is given to the department at a higher level, those teams should pay attention to the coming things and then classify them. Different measures should be taken to lead different kinds of public sentiments. If there is a public sentiment about things on campus, we need to base on its internet platform and make the guide team better play its role. At the same time, make emergency response based on the online comment, lead the public sentiment and ease the contradiction in the end. While if it is about things out of the campus, leaders of colleges and universities should make statement openly through the official platform. And they should build public relations in

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[3] Jiang Shenghong. The Formation, Development and Condition of Hot Issues on Network Public Sentiment and the Guidance of Public Opinion [J]. Theory Monthly，2008（4）：34-36
[4] Public Opinion Information Bureau in Propaganda Department of the Central Committee of the CPC. Study on the Collecting and Analyzing Mechanism of Public Opinion Information [M]. Beijing: Study Press, 2006：116

crisis and lead it to a better way with the help of media and publicity department.

Then, we need to take strategies and guide it effectively. When guide the public sentiment we need to take "active guidance" communication measures. And solve the problems from the following two aspects: first, widening the way of publicity, highlighting the importance of information communication platform at colleges and universities. For instance, official micro blogs of colleges and universities or theirs presidents should be accessible to the public and in this way to make it easy for collecting and analyzing the information of public sentiments. Secondly, "we should make the 'agenda setting 'perform its functions and better play its role and combine typical reporting with in-depth reporting." [5] What "agenda setting" reflects is the interplay relationship between media and the mass. In public arena, the function of "agenda setting" is completely expose some of the public sentiments, while cover the other ones. The guidance of public Network sentiment at colleges and universities can make the "agenda setting" better perform its function. Because not only can it select topics that are good for guiding those public sentiments to a right way and making in-depth reports, it can also introduce some opinions different from those of mainstream to the teachers and students. They can discuss with each other and express their feelings here. Meanwhile, it can help them recognize and defend wrong opinions. Based on the above measures, we can resolve thepublic Network sentiment and prevent the forming of network public opinions.

Finally, we should make full use of the "monitoring systems of Public Network Sentiment". "It is a system that collecting social and political words of netizens about the occurrence, development and change of a medium social event and then monitoring it." [6] Professional monitoring systems of Public Network Sentiment has been widely adopted by government departments and well-known enterprises. It should also be adopted by colleges and universities. This system includes automatic collection subsystem and analysis and browsing subsystem. It can give the information about negative public sentiments, classified public sentiments and newly occurred ones to its users in the form of project tracking, bulletin, chart and short message. With this information, colleges and universities can accept the proper advice and put away those negative and reactionary and make it more practical for monitoring the Public Network Sentiment.

C. Pay Attention to the Unification of Traditional Moral Education and Network Moral Education

We need to strengthen the importance of information literacy education in curriculum setting and campus culture. "Information literacy" refers to the sensitivity of

information and the ability to process it, including "great knowledge and awareness of information, such as knowledge of scientific and technological information, library, computer operation, network and cyber culture, scientific recognition of information, positive attitude towards information and information action." What' more, we should strengthen network psychological education of undergraduates and increase their network adaptability.

D. Combine Cramming Method with Infiltrating Method and Acquire the Main Front of Public Network Sentiment at Colleges and Universities

We should pay attention to the exploration and utilization of network front. What's more, we need to foster an all-round teaching environment by making full use of campus culture and website. For example, a website named "Liaoning province undergraduates online alliance" has played a role in performing its educational function and has created great atmosphere. Thus the colleges and universities can take part in it and establish a long-term mechanism to attach the examination of teachers and students to the usage rate of the website. In this way, the function of ideological politics blog and educating people by blog can be fully performed.

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