

# Research and Practice on “Mobile Internet + College Students' Ideological and Political Education” in 4G Era

## -- Taking the Investigation in Jilin Agricultural University as an Example

Yunchang Zhao<sup>1, a</sup>, Yongchao Yue<sup>2, b</sup>

<sup>1</sup>Jilin Agricultural University, Changchun Jilin 130118, China;

<sup>2</sup>No. 156 Middle School of Changchun, Changchun Jilin 130604, China.

<sup>a</sup>360023251@qq.com, <sup>b</sup>260818740@qq.com

**Abstract.** With the arrival of 4G era, mobile Internet has become an indispensable part of college students' life, which is affecting the students' learning, life and way of thinking. Educators in the field of college ideological and political education should comply with the requirements of the times, grasp the initiative of network ideological and political education, normalize the “mobile Internet + college students' ideological and political education”, strengthen research and practice, and enhance the efficiency and effectiveness of ideological and political education in colleges and universities.

**Keywords:** 4G era; mobile Internet + college students' ideological and political education; research and practice.

### 1. The Effects of 4G Era and Mobile Internet Technology on People's Life, Learning and Way of Thinking

As China's telecommunications industry enters the 4G era, the instant and convenience of mobile terminal meets consumers' demands better for Internet users. With the rapid growth of mobile internet users, mobile commerce applications become the new engine of internet economic growth in China. In the first half of 2015, the number of mobile internet users using mobile payment, mobile online shopping, mobile travel booking reached 276 million, 270 million and 168 million respectively, and the growth rate was 26.9%, 14.5% and 25% respectively. [1] Mobile Internet has a further impact on people's life, from the personalized applications of needs based on information access and communication and entertainment to people's livelihood services integrated with public services, such as medical, education, transportation.

Under the background of mobile Internet, more and more college students treat using mobile phones to go online as a fashion lifestyle. Course grid is a timetable specially prepared for college students, by which students can easily see the curriculum, share the course notes or get to know the students in the class. [2] “Lu Mi accounting app” was developed by the research team of Zhou Sheng from public school of economics and management, Shanghai University of Finance. The team aimed at college students as customer base, and designed accounting software bound with campus card which can import consumption records of the campus card automatically, classify them and write notes intelligently. “Lu Mi accounting app” can automatically generate accounts and classification just by speaking consumption categories to the phone, which can make college students clear about their consumption trends and structural changes at a glance. Mobile course registration and mobile class attendance sign etc., they not only change students' channels to information access, but also affect the students learning, life and way of thinking.

### 2. The Investigation of the Impact of Mobile Internet on College Students' Life in 4G Era

#### 2.1 The Basic Situation of the Sample Investigated.

In order to grasp the current situation of using mobile internet in college students more accurately and the ideological and political education to the point, 1139 students were investigated at random by a random sample survey from Jilin Agricultural University. 1048 valid questionnaires were recalled,

accounting for 92.01% of the total. Among the samples investigated, 355 females, account for 33.87% and 693 males, account for 66.13%.

## **2.2 The Overview of College Students Using Mobile Internet.**

Among respondents, the proportion of students using mobile phones reached 97.6%. 70.59% of them use their mobile phones to go online every day. 46.33% of the students go online 4 times a day or more, and 63.54% of them spend more than 2 hours online a day. Currently college students mainly use the mobile internet to communicate (phone, SMS, etc.) and get information (social applications, search, etc.), among which, communication, social applications, games, micro blog, Internet payment and search accounting for 50.38%, 51.15%, 46.37%, 29.29%, 30.92% and 31.58% respectively, are currently used in mobile Internet applications.

## **2.3 New features of College Students' Ideological and Political Education under the Environment of Mobile Internet.**

The interactivity between ideological and political educators and students. Communication with counselors, 32.77% of students are accustomed to relying on the traditional phone or face-to-face, and 40.98% of them are more inclined to use social media such as QQ, WeChat, micro blog and so on to communicate equally and interactively.

The integration and efficiency of ideological and political education. Survey shows that: Colleges students often use mobile Internet during waiting, before going to bed and after getting up, making up 20.69%, 22.79% and 22.46% respectively. Thus, the use of mobile Internet will never be limited by time and space and counselors can follow up and guide students at any time.

Mobile Internet makes the content of ideological and political education richer and more vivid. College ideological and political educators can provide students with the information about academic lectures, community activities, personnel training new trends, and the latest professional and industry information published by micro blog, micro channel public platform and other new media so that as long as students have their mobile phones at hand, they can get all the information, breaking the space limit for ideological and political education. [3]

## **3. Opportunities and Challenges of College Ideological and Political Education in 4G Mobile Internet Environment**

### **3.1 New Opportunities to College Ideological and Political Education Created by Mobile Internet.**

Enriching the content and resources of ideological and political education. With its openness and real time, the mobile Internet has greatly enriched the content of ideological and political education. It can also help students to grasp the latest and fastest information and discuss problems online avoiding problems caused by single, poor communication and other issues, so as to provide a steady stream of education resources for college ideological and political education. [4] For instance, the mobile library app of Jilin Agricultural University provides more efficient access to resources, and students can enjoy the convenience of mobile library through access to the network of mobile phones, tablet PCs and other mobile terminals anytime, anywhere.

Improve the efficiency and effectiveness of ideological and political education. The information of the mobile Internet is updated in a timely, accurate and efficient way. Counselors can not only understand students' real ideas in the first time, grasp their psychological dynamics, and deal with the emergency as soon as possible, but also obtain first-hand information and have an idea of current situation of students to assist students with guide and management, psychological counseling and answering their questions. For example, the teacher can educate students timely in a way of an encouraging SMS, a brief QQ message, a casual comment on the blog and micro channel interaction through the mobile Internet platform, which is better and more effective than face-to-face conversation for a long time and the traditional classroom education. The mobile Internet makes

communication lines open, which is helpful to interact equally between teachers and students in the real sense, and improves the efficiency and effectiveness of ideological and political education. [5]

### **3.2 Challenges of College Ideological and Political Education Created by Mobile Internet.**

Affecting college students' ideology. The Internet has not only changed the idea and life style of college students, but also had a strong impact on college students' ideology, which can easily lead to the diversification of students' values. The complexity of network information reduces the students' information discrimination greatly. Survey showed that: only 17.2% students said they could accurately identify the authenticity for current mobile messages and 31.38% students said their can seldom identify the authenticity of them. College life is a special period for students, because their World Outlook, Outlook on Life and the Values are not fully mature and in the face of the complicated network information, it is very difficult for them to distinguish the true from the false.

Challenging the ability of ideological and political educators in dealing with modern network information technology. College students are the first group to experience mobile Internet technology and resources, and also the main force of mobile Internet users. This survey on college students shows that more than 71.3% of college students' hold that college ideological and political educators should have the ability to make use of mobile internet to carry out education and teaching. The reality is that some ideological educators carry so much numerous and complicated work in addition to their daily ideological education work that they have no energy and time to explore, to understand new things. In addition, some ideological and political educators are accustomed to the past face to face working style, and immersed in the past experience instead of experiencing something new. There are some elder counselors who learn and accept the new technology at a low speed and have little knowledge of functions of the network and the mobile phone. In such circumstances, the function of mobile internet in ideological and political education is difficult to realize.

Challenging the traditional style and method of ideological and political education. In the respondents, 38.41% of college students said that they were not interested in the courses and the job of ideological and political education. Therefore, in the mobile Internet, the traditional condescending one-way and didactic communication, has not already been suitable to meet students' needs in network era. Colleges ideological and political educators must take the initiative to learn, master, and use new technology in mobile network, and adopt more interactive and equal methods to increase interaction and the interest in the process of Ideological and political education. Only in this way can teaching benefits teachers as well as students be achieved and positive interaction between counselors and students realized, ultimately to cultivate qualified builders and reliable successors with the core values of the socialism with Chinese characteristics.

## **4. Strategies for Strengthening College Ideological and Political Education in 4G Mobile Internet Environment**

### **4.1 Establishing a Mobile Network Platform for Ideological and Political Education with the Help of 4G Technology.**

Develop the platform of student management based on the department to achieve the daily management of students through the mobile Internet. The platform of student management can record information of students' basic conditions, comprehensive evaluation, students with financial difficulties, students' grants, punishment, scholarship evaluation, student cadres' appointment, tuition payment, students' curriculum, records of asking for leave and resumption duty, the files of students' credibility and the like. Counselors can achieve the daily management of the students through the mobile network.

### **4.2 Helping Students Learn to Use Network Resources and Improve Their Ability to Capture and Identify Network Information.**

First, teach students to use the network to collect the world's leading professional learning resources, help them make and spread a variety of positive information, improve the students' ability

to capture, analyze, judgment and absorb the positive information in the mass of information. Help them to form correct judgment ability and behavior ability, consciously resist harmful information and improve the ability to use the network correctly.

Second, launch a clean and healthy network campaign. For the dissemination of a large number of harmful information on the mobile Internet, guide students to actively create and write health and civilized information in line with the traditional Chinese virtues and educational significance, reflecting the spirit of patriotism and national spirit; take the initiative in developing the mobile Internet into a new frontier of ideological and political education to disseminate core values of the socialism and pass positive energy.

To sum up, college ideological and political educators in the mobile internet should actively explore new ways of college ideological and political education and take the initiative to seize the new position of ideological and political education and firmly grasp the initiative of the network ideological and political education.

### **Acknowledgment**

This paper is the stage result of “Research and Practice of Employment Ability of Students with Financial Difficulties” in Agricultural Colleges and Universities in Jilin Province, the research (NO.2015xjzd23) is an important project of Jilin Agricultural University in 2015, and “Research and Practice of Strengthening Party Construction in Teaching Units in Colleges and Universities--Taking an Example of School of Foreign Languages” of Jilin Agricultural University in 2015.

### **References**

- [1] “The 36th Statistical Report on Internet Development in China” Released by CNNIC
- [2] Q.R Sun "Course List + Campus Socializing" Hiding Business Opportunities [N]. Beijing Daily.2014-03-24 (011)
- [3] Q.B. Zhu. Exploration of the New Way of College Ideological Education in the Era of "Internet +" [N]. Xinhua Daily. 2015-04-17 (005)
- [4] Y.P. Liu Research on College Ideological and Political Education under the Mobile Internet [J]. Gansu Science and Technology, 30, 2014 (6).
- [5] X.P. Zhao The Effectiveness of College Ideological and Political Education in the Era of Mobile Internet [J]. Vocational Education, 2014 (04).