

Research on College Students' Social Mentality and Debugging Mechanism based on Network Public Opinion

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Abstract

First of all, this paper put forward the problem that the network public opinion will have an impact on the social mentality of college students, followed by the specific network of public opinion seriously interfere with the social cognition of college students, the network public opinion easily deviate from the values of college students, the network of public opinion led to social mood changes, At last, it puts forward the mechanism of college students' mentality debugging based on the network public opinion, from four aspects: strengthening the hidden ideological and political education, strengthening the rational cognition of college students, innovating the mechanism of social governance, grasping the mainstream thoughts accurately.

Keywords: Network Public Opinion, College Students Social Mentality, Transfer Mechanism

1 Introduction

According to China Internet Network Information Center (CNNIC) released the 37th "China Internet Development Statistics Report" shows that as of December 2015, the size of Chinese Internet users reached 688 million, the Internet penetration rate of 50.3%, of which the scale of mobile phone users up to 6.20 Billion. Internet users to 10-39-year-old groups, 20-29 age group accounted for the highest proportion of Internet users, up to 29.9%, college students is one of the main users. Micro-network carrier tools such as QQ, WeChat, microblogging, has become an important form of college students 'behavior, information and

thought record or expression, further affect college students' thinking, behavior and mentality, which undoubtedly bring new ideological and political education Opportunities and Challenges.

Network public opinion refers to the social and political attitudes, beliefs and values that are generated and held by public in the social space, through the network, around the occurrence, development and change of intermediary social events, and by the public on public issues and social managers. It is more people on the social phenomena, problems expressed by the belief, attitude, opinion and emotions, and so the performance of the sum. The rapid formation of public opinion in the network, in a short period of time for college students, and even the whole community has a huge impact. With the rapid development of the network, WiFi in a wide range of popularization, network life has become an important part of college life, such as shopping, communication, access to information, mainly through the network to achieve,

As the network information varies greatly, true and false, difficult to distinguish between true and false, coupled with rapid changes in public opinion, some students lack rational cognition, blindly believe that some false public opinion, which undoubtedly give students a positive attitude to the formation of a negative impact is not conducive to college students Health talent.

In the report of the 18th National Congress of the Communist Party of China, it is clearly stated that "we should strengthen and improve the ideological and political work, pay attention to humanistic care and psychological counseling, cultivate self-esteem confidence, rational peace and positive social mentality." College students are in

The formation and development of social mentality of the most critical period, with the continuous development of the Internet, network public opinion on the formation and development of college students social mentality will have a significant impact, and guide students to form a good social mentality is particularly important.

2 The impact of network public opinion on college students social mentality

With the rapid development of the Internet and the rising of the micro-carrier, the network is influencing the life and learning of human beings. The complicated and changeable network environment is bound to have a great impact on the social mentality of college students. Network public opinion is the expression and reflection of people's social mentality on the network. It is the virtual reflection of the real problem of the real social existence. Social mentality as a form of social consciousness, it is determined by the objective social existence, and reflect and active reaction in the social existence. It can be seen that the change of the network public opinion will have a significant impact on college students 'social mentality, but the network public opinion is not a passive and passive reflection

of college students' social mentality, but the subjective initiative of college students.

Cognition reflects the identity of a person's ideological orientation, is a concrete manifestation of human mental activity, it can be through the senses, imagination, memory and thinking to reflect people's ideas. Knowledge of social reality is only a matter of course, but the problem of knowing superficiality and ambiguity exists in the knowledge of internet, and it is not known to the public. It has not formed a profound cognition of network public opinion. Cognitive level is not fully rounded out the characteristics of imbalance. With the development of the Internet continue to promote the emergence of new public opinion, which will inevitably lead students to social hot issues and focus on timely attention to express their views and opinions, which undoubtedly mobilized the enthusiasm of college students to participate in society, inspire students strong society Sense of responsibility and belonging. However, when the negative emotions and irrational factors of the network are on the rise, due to the unstable and complex public opinion, the positive direction of network public opinion will be reversed, so that it can not truly reflect the ideas of netizens, This network public opinion will seriously interfere with the social awareness of college students, virtually affecting the social mentality of college students, reducing the psychological quality of college students, likely to cause social pressure is too large, a sense of social justice and a sense of security greatly reduced.

Micro-network carrier of the rapid development of college students in the first time to master the right to speak the network, such as through QQ, microblogging and WeChat to express their views on social issues and views, and actively participate in various network activities, reflecting the pursuit of its value . Network every day to change our lives the role of network public opinion is also increasingly prominent. At the same time, network public opinion in the maintenance of college students' right to speak, but also further affect the formation of college students values. The rapid changeable public opinion directly or indirectly affect the values of college students change, when the public opinion through the network when the positive energy transfer, the public opinion will produce a moment of college students to serve the community, helpfulness and other rational pursuit of value, or even Establish lofty ideals, firm belief that such a positive pursuit of value.

College students to surf the Internet every day a long time, the use of the network to express their point of view more and more common, anytime, anywhere we can see students use QQ, microblogging and WeChat network tools to talk about, some direct comments just happened , Some are directly reveal their feelings. Students through the micro-network carrier indirectly to record their feelings of change, such as the face of the severe employment situation on the network, some students published "graduates will be unemployed, it seems to have a good study, and refueling", Which all reflect the contemporary College students' learning stress is too large, the burden of life is too heavy, more and more intense competition, college students social mentality showing a negative and positive mixed side. However, the network will also be public opinion to a certain extent, ease the anxiety and anxiety of college students. When college

students on the network to express their own interests and interests related to the real point of view, often also cause the country and the government on some of the issues, such as the employment of college students, the problem of social corruption. Under the supervision of the majority of media, through the Internet platform makes some difficult problems have been more properly resolved, the reasonable expectations of college students and vital interests of attention, thus greatly easing the social tension of college students, but also conducive to its good The formation of mind.

3 The adjustment of college students social psychology based on work of public opinion

With the economic globalization, the arrival of the network era, coupled with the country is in the transformation of society, Chinese ideological field of further intensification of risks, social contradictions have become increasingly prominent, Chinese development is facing various challenges. With the rapid development of the Internet, the growing number of Internet users, coupled with the various interests of the complex and volatile, showing a state of social uncoordinated state, the cause of socialism with Chinese characteristics is the successor and builders, it must be righting students Balance the social mentality, adjust the interests of the relationship, the timely resolution of social conflicts, eliminate cognitive bias, reduce and try to avoid the "internal friction", cohesion and foster tolerant rational social mentality.

Under the new situation, traditional ideological and political education, which is dominated by explicit education, faces many challenges. Implicit ideological and political education as a supplement to the dominant ideological and political education, and as a new mode of ideological and political education, the new mechanism, in the ideological and political education in colleges and universities will undoubtedly occupy an important position, more conducive to play its educating people Features.

With the rapid development of the Internet and the rising of micro-carrier, the network is influencing the life and learning of human beings, and the traditional education is being impacted by the network continually. This requires the ideological and political educators to constantly explore new paths And methods to adapt to the needs of the development of the times. Implicit ideological and political education in a particular environment can easily be affected by the subtle influence of educators, with its unique hidden features can better adapt to the needs of the new situation. Therefore, the face of the impact of public opinion on the network, colleges and universities should keep up with the pace of the times, to play the advantages of recessive ideological and political education.

Implicit ideological and political education can help students correct social cognitive bias, and guide students to look at the problem objectively and rationally so as to form correct thinking and understanding, and help students to be negative and active and form a positive and optimistic social mentality. As

ideological and political workers, in the whole education process can continue to use their own personal charm of infected educators, prompting the educated object is pleased to accept the educators to impart their various theoretical knowledge and develop a variety of good quality of the process. In colleges and universities to strengthen the exchange of teachers and students, extracurricular time to give students psychological counseling and help, quickly eliminate the students sense of tension and panic, effectively avoid the formation of various negative social mentality. In addition, we must continue to strengthen the cognitive ability of students and discrimination, and guide the objective evaluation of right and wrong, a rational analysis of social problems, so as to form a healthy and healthy social mentality.

Facing the complicated and changeable network environment, the cognition of college students is often weak, and they are inclined to perceptual knowledge,

In the network of public opinion, the emergence of a lot of net red, due to have a large number of "fans", they are a news event or social problems with the network platform to express their views and opinions, tend to public opinion have a greater impact, this Class active elements that the so-called "opinion leaders", which part of the network of red and push hands, navy cooperation, and even domestic and foreign anti-Communist forces collusion, the major social hot issues network marketing and planning, wanton manufacturing and communication network Rumors, triggered a harsh social impact, which undoubtedly affect college students

With the emergence of various social problems, the social mentality of college students are affected to varying degrees.

Social mentality is a subjective reflection of social existence, so when the negative social mentality was spreading trend, only a fundamental solution to the needs of various stakeholders, in order to shape a stable, healthy and positive social mentality.

Such as the face of increasingly serious environmental problems, food safety, suicide, employment and other issues, which requires continuous innovation of social governance mechanisms to strengthen the system construction and deepen reform in all aspects of coordination of the interests of all parties, as far as possible to meet The interests of the parties demand, and constantly resolve the contradictions and conflicts in society. For example, for all kinds of prominent social problems, you can invite all aspects of the experts to carry out seminars in colleges and universities to guide students to actively rational thinking, in the daily teaching practice, students actively implement the socialist core values; in the social system construction , To further improve the interests of the demands of the expression mechanism, the interests of the coordination mechanism, the rights and interests protection mechanism, mobilize all positive factors can be mobilized to build a socialist harmonious society, all from the initial stage of social reality, continue to emancipate and develop productive forces and deepen all aspects Reform, to achieve self-improvement and development of socialism, to cultivate self-esteem and self-confidence, rational and peaceful, positive social mentality laid the foundation.

Xi Jinping pointed out that adhering to unity, stability and encouragement, a positive advocacy is the propaganda and ideological work must follow the important policy. In the era of increasingly developed Internet, we should give full play to the role of the media network. The relevant state departments should increase efforts to support the new positive energy sites and online media, so that the formation of maintaining the ideological security of the main force of the network. In the face of Western ideology of various targeted penetration, but should play a national mainstream media propaganda and guidance role, for some insulting the revolutionary hero and even denigrate the revolutionary leader and the image of China and other major social hot events, must use the network in the first time To refute the erroneous remarks to give a strong refutation, dare to "Sword", increase the positive publicity and guidance, and enhance national confidence, and actively safeguard the ideological security, transmission of positive energy, so that the whole society to form a positive and healthy social form. As colleges and universities, in addition to guiding students concerned about the mainstream media speech, but also make full use of WeChat, microblogging and other network-guided network of new media targeted publicity, such as playing video works, the dissemination of positive energy micro-video to guide students to form Correct outlook on life and world outlook, and then conducive to guide students to form a sunny healthy social mentality.

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