

Research on College Students' Network Political Participation and Its Countermeasures

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Keywords: Political Participation; Network Political Participation; Characteristics; Countermeasures.

Abstract. Active participation in political affairs is one of the basic political strategies of our country. The network political participation has become an effective supplement and extension of traditional political participation. College students are the most active force on the Internet, and their network political participation is significant. In this paper, the author firstly discusses the object and the target of the research through the analysis of related concepts. Then the author points out the problems of college students' network politics participation by analyzing its characteristics. Finally, the author puts forward the countermeasures of guiding college students' network political participation.

Introduction

According to the Report to The Eighteenth National Congress of The Communist Party of China, some requirements are clearly pointed out as follows: "Expand orderly political participation of citizens at all levels of society", "Let the people supervise the power and the power must be exercised in the sunshine", "We should protect the people's right to know, participate, express and supervise". It is clear to see that active participation in political affairs is one of China's basic political strategies. As the development of modern science and technology, the network political participation has become an important way except for the traditional political participation. College students are the most active force on the Internet, and their network political participation is significant.

The Definition of Relevant Concepts

Political participation refers to the activities of participation in formulating, passing, or implementing public policies. This broad definition applies to anyone who engages in such activities, as long as he is involved in the formation of policies in any way in the political system.

Network political participation refers to the political participation on the Internet. It is based on the network and happens in cyberspace. Its goal points to the real social and political system. It involves all the activities of social and political life, especially the political participation like network dialogues and discussions, network elections, political contact with government or political parties and politicians, and the network political mobilization.

The network political participation of college students is intended to emphasize the total actions of college students to participate in political life by using the network technology platform

The Characteristics and Problems of College Students' Network Political Participation

China has officially become a member of the international Internet family since April 20, 1994, China's Internet industry has been growing rapidly and the number of Internet users has grown rapidly. According to the 39th Statistical Report on The Development Situation of China's Internet, published by CNNIC in January 2017, by the end of December 2016, China had 731 million Internet users and 53.2 percent network penetration. The number of mobile Internet users in China rose from 90.1 percent to 95.1 percent in December 2015. We can almost get the conclusion that college students is basically a member of the netizens referring to the popularity rate and many other factors such as age, interests, culture, etc.

There are three main forms for college students to participate in politics on the network: "political information collection", "political opinion expression" and "political opinion exchange". "Political information collection" means getting relative information through the network search. "Political opinion expression" means contacting with media organizations, political organizations and public representatives directly through the network and then conveying the opinions of their own. Its location mainly includes the government websites, network community forums, WeChat, Weibo, blogs, post bars, etc. "Political opinion exchange" means discussing political issues with netizens and friends through the network.

Network is a typical open space without authority. It is also a place of diversification, freedom and equality. College students are young and they rebel against authority to a certain degree and they have rebellious psychology. In such a space, they behave like fish in the water. Here are some certain characteristics when they participate in politics on the network.

Anonymity: The anonymity of the network makes the relationships between individuals less likely to conflict with organizational interests. So the group influence in politics, economy, and even ideology that are hard to get rid of in the real world have the potential to be ruled out. Because netizens don't meet each other when they communicate on the Internet, they don't have to worry about their group diversity with others. They are free to state whatever they want.

Autonomy: On the network, individuals are self-directed to accept information and express their opinions. Since there are many forums or the sites like forums, the netizens may feel emotion released and self-expression satisfied while reading or stating their opinions. Besides, their published opinions can also get the responses of the other netizens. Considering the aspect of psychology, people have a tendency to persuade others, even if the response is different from theirs, it can also cause a positive discussion. To sum up, on the network, the expression desire can be satisfied and the feedback can be delivered instantly. This kind of network mechanism makes the opinion expression a benign cycle.

Publicity: There is a clever metaphor when discussing publicity. The public sphere can be likened to a table with a lot of people sitting in front of, the table collects each other but separates everyone from each other at the same time. So the concept of the public sphere is like this table. Its function is to connect these people as individuals. Network provides such a table for each entrant. People sit around and talk diversely. The exchange of opinions is not oppressed or disturbed by external powers. People are free to accept consistent opinions or question contrary ones, and they are free to make their own voice.

Although there is almost no threshold for cyberspace, it is also easy for participants not to be involved in a long period of time since the high mobility of the users. Because of the endless choice on the network, everyone can easily and freely switch between the network space that they are interested in. The netizens will no longer pay attention to the network space they are not interested in because they are too convenient and free to go in and out on the network. They tend to switch quickly to interested interfaces and pick activities that attract them. As a result, the selectivity of the virtual community increases, but the participants' homogeneity is also becoming more and more obvious which means fewer conflicts and different opinions. For the most netizens, rather than being criticized and questioned, it is better to express their opinions in a place where people hold the same attitudes. They tend to affirm their own values in the identity. Because of this, there is always a trend of "group polarization" in exchanging opinions and forming consensus on the network.

From language communication patterns on the network, it can be found a tendency of language fragmentation. The discussion in the web is often distorted. In such a process, the use of the network language is gradually fragmented, and the topics are gradually being cut, and the opportunity for free discussion will be blocked. What's more, because of the communication tool used on the Internet, the language tends to be short and tends to be fragmented. A lot of meaning is compressed in few words and short sentences. It results in semantic fuzziness and loss of meaning which can be a barrier to rational communication.

In addition, college students have less social experience and political theory. Their analysis of social and political problems is deficient in comprehensiveness and maturity, and the cognition of

some social problems is easy to be emotional. Facing the mass information on the Internet, it is difficult for them to filter correctly. Combined with the hidden nature of the Internet, they can easily vent their discontent and post aggressive, vulgar comments anonymously or repost unproven information on the Internet. The information will be enlarged infinitely on the Internet, attracting a crowd of onlookers in the group of college students or even worse.

The Countermeasures of Guiding College Students' Network Political Participation.

Through the analysis above, it is an urgent request to guide college students to participate politics on the network actively and scientifically. It is also an urgent need for the democracy development and the political stability in China and the perfection of the political system. Therefore, it is an urgent problem to guide college students to engage in network political participation healthily and orderly. We should actively and correctly guide them according to the problems arising from the network political participation of college students. The author try to think in the following four ways:

Strengthen The Ideological and Political Education of College Students, Enhance Their Political Literacy. As Yuan Feng mentioned in the book *The Government and Politics of The Network Society*, "The ideological education may be an important source of the revolution in politics and culture. It will make people more suitable for new political society and political behavior patterns." President Xi Jinping pointed out at the national ideological and political work conference of high school, "We should insist on putting the moral education as the central part, and put the ideological and political work through the whole process of education and teaching, so as to realize the whole process of educating people and cultivating people in all directions. We will strive to create a new situation of higher education in our country."

Education workers should change the educational idea of ideology and politics and adapt to the development of the age. The network political participation of college students has both positive influence and many problems. Ideological and political education workers need to find the sensitivity of the problem. They should not only instill the basic content of ideology and politics, but also improve the political literacy of college students. At the same time, they should broaden the education patterns of ideology and politics. They can investigate and evaluate on line by establishing discussion platforms or using tools like weibo, QQ. In this way, they can make sure to notice college students' change in thoughts and mentality and communicate with them in time. It is especially important to strengthen college students' political identity education and the cultivation of the dialectical thinking ability. It helps to improve college students' political quality and political identification ability, and make sure that they can be rational and objective in political culture and form a good political personality in the complex network environment.

Strengthen The Management and Institutionalization of Network Politics Participation. The Chinese government attaches great importance to network security. The standing committee of the National People's Congress released on November 7, 2016 that the Internet Security Laws of the People's Republic of China will put into force since June 1, 2017. It puts forward rules and restrictions on netizens, and provides an important guarantee for the safety and order of college students' network political participation. However, the current law of rights and obligations on the college students' network politics participation is still weak. So the legislation department and law enforcement department should constantly strengthen the construction of network legislation, establish and perfect the laws of network management. They should guide, restrain and standardize the behaviors of network political participation correctly in order to build a healthy network platform serving for the development of national politics. They will also strengthen the construction of network morality. For example, by abiding by the work ethic and strengthening the positive guidance, the order of network politics participation will be standardized from the restraint of morality.

Improve and Broaden The Channels of Political Participation. The anonymity, autonomy and commonality of the network provide a convenient platform for the political participation of college students. But relying too much on the Internet can easily lead to the limits of political participation. The government should improve and broaden the channels and platforms for political participation, and provide more and more political participation opportunities for college students. For example,

starting from the colleges and universities, they should refer to the "open system of government affairs" and use it to make the school affairs open to students. They should also make more students participate and release the information accurately and timely. Moreover, a good feedback mechanism can be formed by the open consultation and decision-making process of the students' questions. In the usual education of ideological and political theory, students should be taught to seriously fulfill the obligations and rights conferred by the constitution. We should also cultivate subject consciousness of college students when they participate in politics on the network, and strengthen college students' political acting and sense of mission. We should still cultivate their sense of responsibility through a lot of social practice. People with a sense of political mission and responsibility are more responsible and healthy in the network politics participation.

Build A Mainstream Network Culture. The information on the Internet is diverse. There is a lot of bad information, such as junk information and false information. They have a lot of negative effects on college students' thoughts, cognition and behaviors. There are some values promoted by western countries in the network culture environment. Some of them even conflict with the socialist values which influence college students subtly and contemporarily. College students are in the period of forming the views towards the world, life and values. They lack the understanding of information ability, analysis ability and handling ability. Therefore, in the environment of network culture, the diversity of social information tends to expend the social bad phenomenon recklessly, and it is easy for college students to have deviation in the political theory.

To sum up, the direction of Internet culture development influences not only the direction of the Internet development, but also the construction of spiritual civilization and cultural construction of our country. Mainstream cultures should occupy the main ground of the Internet culture, which is to develop the network leading by the healthy, harmonious and positive network culture. We should resist vulgar, unhealthy information together and optimize the environment of network culture and create a healthy environment for netizens, especially the contemporary college students.

It requires the society to reinforce the promotion of the advanced models, create a positive public opinion atmosphere, and cultivate students' correct views towards the world, life, values, and politics unconsciously. In today's society, college students' network morality are relatively scarce. By using a variety of social organizations, we can cultivate college students' network moral accordingly, gradually improve the quality of college students' network politics participation and college students' network cultural cultivation, build up a healthy network culture environment, so as to promote the formation of the contemporary college students' correct political ideas.

Conclusion

The network politics participation has broadened the space for college students to take part in politics and encouraged college students to participate in politics through Internet. It is also one of the important practice for promoting the reform of the government. It has epoch-making significance. In the process of promoting the development of college students' network political participation, we should face the opportunities and challenges the network brings to the contemporary college students. Also we should fully realize its value and related problems. College students is one of the main subjects of social and political practice, and also an important part of netizens. Their participation in network politics plays an important role in the development of network politics in China. It is a long-term and complicated work to promote the effectiveness of college students' network political participation. It needs the joint effort of multiple factors like the government, the society, colleges and universities, network, etc. College students themselves should also cooperate actively. Only in this way can the network politics of college students develop in a healthy, effective and orderly way.

Acknowledgement

Project: Youth Fund Project of Jilin Agricultural Science and Technology University 2013 (No.102, JLASTU [2013]).

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