# Research on the Quality Improvement of Ideological and Political Education in Colleges and Universities Against the Background of New Media

Zhen Li

Shandong Technology and Business University

Yantai, China

*Abstract*—**The National Conference on ideological and political work and the implementation outline of the quality Project of ideological and political work in Colleges and Universities by the Ministry of Education put forward new requirements for ideological and political education in colleges and universities. As the most popular digital tool, new media is deeply loved by college students. As ideological educators in colleges and universities, they should make full use of new media to carry out ideological and political work. This paper expounds the significance of ideological and political education and the meaning of new media, and analyzes the existing problems by means of investigation, finally analyzes the reasons and puts forward some countermeasures.**

*Keywords—ideological and political education; new media; present situation; causes; countermeasures*

## I. INTRODUCTION

At the National Conference on ideological and political work in Colleges and Universities in 2016, Xi Beijing stressed that ideological and political work in colleges and universities is related to the basic question of who, for whom and for whom to train. In 2017, the Ministry of Education issued the "outline of the quality Engineering of ideological and political work in Colleges and Universities" to put forward the construction of an integrated education system. Get through the last kilometer of education. This requires ideological workers in colleges and universities to be aware of their own responsibilities and at the same time make use of various ways to implement the best educational results.

## II. THE MEANING OF NEW MEDIA

New media is a media form characterized by digital media, which includes digital traditional media, networks, mobile terminals and digital newspapers and periodicals. With the popularity of smart phones and the rapid development of the Internet, new media in the form of Hatcheck, Weirdo, e-books, portals and other forms are increasingly reaching into the contemporary college students. College students as the most advanced group in the society, they get a lot of information through these media, these information also deeply affect their world outlook, outlook on life and values. Almost all college students are mobile phones, so ideological and political workers in colleges and

universities must actively adjust their working ideas and keep pace with the times. The way that the student news happy sees guides the university student, serves the university student.

## III. THE CURRENT SITUATION OF NEW MEDIA IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

In order to understand the real situation of the new media in the ideological and political education of colleges and universities, we choose five colleges and universities to carry on the questionnaire survey, hope to find out the factors that restrict the new media in the ideological and political work of the colleges and universities through the investigation, and put forward the solving measures.

### A. Questionnaire Design

*1) Purpose of the investigation:* In order to understand the current situation of the new media in the ideological and political education in colleges and universities, the existing problems and the causes are investigated, and the solutions are put forward.

*2) Scope of investigation:* A total of 1000 questionnaires were delivered. The main target is the undergraduate students of 5 colleges and universities. Each school distributed 200 questionnaires and each of the four grades delivered 50. The distribution of Questionnaires are shown in "Table I". The results are as follows:

TABLE I. DISTRIBUTION OF PAPERS OF QUESTIONNAIRE

| Sample basic information | | Number (1000) | Percentage (%) |
|---|---|---|---|
| sex | man | 380 | 38% |
| | woman | 620 | 62% |
| grade | freshman | 300 | 30% |
| | sophomore | 240 | 24% |
| | junior | 160 | 16% |
| | senior | 100 | 10% |

*3) Methods of investigation:* This investigation adopts the questionnaire method, the interview method and the discussion method and so on. The content of the

questionnaire is divided into two parts: the first part is the basic information of the respondents, including grade, specialty and so on. The second part is the carrier, method and so on of the new media in the ideological and political work in colleges and universities. The third part is the open problem, mainly soliciting the college students' opinions and suggestions on the new media in the ideological and political education in colleges and universities, in order to put forward suggestions to improve the effect of the new media ideological and political education.

### B. The Current Situation of Ideological and Political Education of College Students Against the Background of New Media

The new media brings both opportunities and challenges to the ideological and political education of college students. Through the analysis of the questionnaire, we draw the following conclusions.

*1) The cognition of educational idea:* The cognition of educational idea is related to the merits and demerits of educational achievement. According to the questionnaire, in the answer, "do you think the current educational concept of ideological educators adapt to the new era?" Of the 1000 valid student questionnaires, 780 chose "partial adaptation", accounting for 78 percent; 140 chose "complete adaptation", accounting for 14; and 80 chose "totally unfit". It can be found that the majority of students think that the educational concept of ideological and political educators is not well suited to the new media. A small number of students think that they are fully adapted, and only a few think that it is not.

*2) Use of educational methods:* What teaching method to use has an important effect on the effect. In the questionnaire answer "what are your ways to receive ideological and political education"?Among the 1000 valid questionnaires, 82 people chose "regiment meeting, report, thematic practice" (8.2%), and 78 people chose "group training, group meeting, report, new media". More than 125 people chose "regiment class training, regiment meeting, report, new media, thematic practice", accounting for 12.5%; 63 people chose "regiment class training, regiment meeting, report, theme practice", accounting for 6.3%; They chose "regiment class training, regiment meeting, report", accounting for 1.8%; more than 15 people chose "regiment class training, regiment meeting, report, new media," accounting for 1.5%; 120 people chose "regiment class training", accounting for 12%, and 201 chose "new media". Accounting for 20.1B, 122 people chose "thematic practice", accounting for 12.2um, and 178 people chose "regiment, report", accounting for 17.8%. In reply, "do you want the school to innovate the ideological education methods through the new media?" At the time of the question, 660 people chose "very much hope", accounting for 66%. 280 people chose "do not care" (28%), 60 people chose "do not want", accounting for 6%. From this, it is concluded that

most students want to learn to combine the traditional mode of ideological education with the new media to better improve the effect of ideological and political education.

*3) The application of new media in Ideological and political education:* The new media has played a subtle role in influencing contemporary college students.

In the questionnaire, in the answer, "will you consciously use the new media for theoretical learning?" Of the 1000 valid questionnaires, 80 chose "never," 840 chose "basically no," and 480 chose "regular," or "48 percent." In the answer, "does your school often use new media to carry out ideological and political education?" At the time of the question, 340 people chose "regular meeting", accounting for 34.4%; 600 people chose "occasional meeting", accounting for 605%; 60 people chose "never had it", accounting for 6%. Answering, "the public name of your college". Of the "ideological and political education content", 560 people chose "yes", accounting for "56%", 440 people chose "no", accounting for 44%. It is concluded that the proportion of college students using new media to study is higher, and the college use of new media to carry out ideological and political education lags behind the demand of students.

*4) The reality of education content:* Under the background of new media, whether the content of ideological and political education of college students meets the needs of the times is of great significance to the realization of the goal. In the questionnaire, the answer is "what does your education usually include?" At the time of the question, of the 1000 valid questionnaires, 156 chose only "Marxist theory" (15.6%); 243 people chose "current affairs and politics interpretation" (24.333%); 161 people chose "ideals and beliefs". A total of 440 people chose traditional Chinese culture, accounting for 44.1%. In reply, "would you like to pay attention to the public name of the relevant education?" When it comes to questions, the 911 people chose "yes" (91.1%); 89 "no" (8.9%); and "how deeply are your values and outlook on life influenced by the new media?" In the case of the problem, 777 people chose "have a certain influence," accounting for 77.7 percent; 141 people chose "very big influence," accounting for 14.1; 42 people chose "no influence at all," accounting for 4.2 percent, as can be seen. Under the background of new media, the content of ideological and political education of college students is relatively comprehensive, and there is also a relatively single part.

*5) Configuration of the educational team:* In the questionnaire, 569 out of 1000 valid questionnaires answered "Do you think the new media era has an impact on Ideological and political work in Colleges and universities?", accounting for 56.9%; 51 chose "very low", accounting for 5.1%; 120 chose "very high", accounting for 12%; 260 chose "unclear", accounting for 26%. It can be seen that most people think that the "new media literacy" of College Epidemiological and political education team is not high under the new media background.

*6) Specific status of educational effects:* In reply, "do you think the use of new media to carry out ideological and political education activities can mobilize your enthusiasm?" Of the 1000 valid student questionnaires, 333 chose "can transfer" (33.3%), 42 "cannot be transferred" (4.2%) and 42.5% (42.5%). In answer, "does your school have an assessment of teachers' ideological and political education?" At the time of the question, 498 people chose "do not understand" (49.8%); 361 people chose "yes" (36.1%); 141 people chose "no" (14%). 1. In reply, "do you think it is helpful for you to push relevant information about ideological and political education through the new media platform?" 79 people chose "it must help," accounting for 7.9 percent; 341 chose "it won't help," accounting for 34.1; and 580 chose "may help" or 58 percent. It can be seen that under the background of new media, the effect of ideological and political education of college students is not very good, and the evaluation system also needs to be improved.

## IV. THE ANALYSIS OF THE REASONS FOR THE POOR EFFECT OF THE SCHOOL'S USE OF THE NEW MEDIA

### A. The Guidance of College Students' League Members Under the "New Media Background" Is Not in Place

With the development of the network and the popularity of smart phones, the new media has changed the way of study and life of college students. However, many colleges and universities have not adapted to the current characteristics and really play the role of new media in leading and serving students. This is manifested in:

- Many students indulge in online games because of the irregular management of the network at school, which seriously affects their study and life.

- Ideological and political education for freshmen has not been carried out in combination with the new media background. As a result, education cannot keep pace with the times.

- Some colleges and universities lack of campus culture construction, the official Weirdo, and micro-signal cannot give students the correct ideological guidance.

- Smart phone and mobile games make many students with poor sense of self-discipline unconsciously controlled by a mobile phone. The lack of guidance for college students under the background of new media is one of the reasons for the low ideological and political accomplishment of some college students.

### B. The "New Media Literacy" of Ideological and Political Educators Is Not High

At present, many new media workers in colleges and universities are part-time. Most of them study ideological and political education from a professional background. They lack professional knowledge in using new media to carry out ideological and political education activities, resulting in poor innovation ability among specific workers. The level of operation is not high, unable to attract the attention of students. If just use micro blog or WeChat to send a soft post on the loss of the important advantages of new media. At the same time, the neglect of the "new media literacy" of ideological educators is not conducive to dealing with the ideological and political education of college students under the new era, nor can it enhance the influence of the new media work in the students.

### C. The Function of "New Media" Is Not Perfect

The top level design of an organization can play a vital role in the good operation of the organization, and a good appraisal mechanism can arouse the enthusiasm of the participants. Through the investigation, we find that most of the school's new media have indeed done some work in guiding the ideological and political education of college students, but many schools do not have special assessment indicators because they do not pay enough attention to this. The executor who directly causes the work does not care about the effect of the work, nor does he really exert his influence on the students. At the same time, students also hope that the school can use the new media to help them learn the relevant knowledge theory, but because the school does not pay enough attention to the work, they also tend to lose confidence in the school's new media and turn their attention to other social media.

## V. THE WAY TO SOLVE THE PROBLEMS OF NEW MEDIA TECHNOLOGY IN THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

### A. To Change the Thinking of Work and Carry out Ideological and Political Work from the Perspective of New Media

At present, the ideological and political work in colleges and universities is basically the propaganda and creation department at the school level, the learning and engineering department and the League committee organizing activities, and the second level colleges actively participate in the activities, or the second level colleges organize the activities of the colleges themselves. In the context of new media, schools should have the idea of using new media technology, let students know through the red pages of the school's official website, through the media such as the school or the official Weirdo of the Youth League Committee, and understand the activities themselves. At the same time, through the new media to increase the fun of activities, so that meaningful activities can greatly stimulate the enthusiasm of students.

### B. To Cultivate the Ideological and Political Education Team with New Media Literacy in Colleges and Universities

Most ideological and political educators in colleges and universities study ideological and political education. They lack the professional skills to work in new media and their keen ability to observe new things. This requires colleges

and universities to establish a new media literacy ideological and political education team, specifically from the following two ways: (1) the introduction of new media working ability of professionals, It can be directly targeted in the recruitment of talents, and can also actively engage part-time personnel in the new media education work of college students in cooperation with the social news media. In this way, we have realized the effect of professional personnel doing professional task guarantee work. (2) encouraging the existing ideological and political work team Teachers seriously study the new media work skills, exercise their writing, media planning and other aspects of the ability, only in this way can go in the forefront of the times and young students without generation gap, better guide their development.

## C. *To Construct of Weirdo, Hatcheck Education Platform*

Weirdo, as the most remaining online interactive media, was well received by young students. By the end of 2017, China Weirdo was an active user of 392 million, most of whom were young people, and college students were the mainstream. Many people do not watch news networks, do not browse portal news, but they do have the habit of browsing Weirdo, especially since the advent of the media age, many official social news media have not yet reported on it, and Weirdo news has been launched. It attracted the attention of young students. Ideological and political workers in colleges and universities should fully realize the power of Weirdo, make use of Weirdo to carry out discussions on various topics of ideological and political education, and let Weirdo share the same views. Reflect the voice of educators and students, and achieve the function of political propaganda and ideological guidance. At the same time, Weirdo should become a platform for students to learn, live and communicate, so as to increase the attractiveness of Weirdo and make college students happy to participate. On the other hand, we should actively establish schools to guide students' thoughts with mainstream thoughts, inspire students' minds, and encourage students to forward them actively, so as to benefit more people. At present, many colleges and universities in the two aspects of the relatively limited, need to increase efforts to do.

## D. *To Establish of a Network Database for Ideological and Political Education*

Through the establishment of network ideological education database combined with the network, colleges and universities can use their own servers to record and organize the activities of each student in time, and can judge and analyze the current learning and living conditions of the relevant students. To carry out targeted ideological and political education or psychological counseling. Students themselves can search their own information through retrieval, check their own gaps, and effectively carry out self-education. At the same time, the establishment of the network ideological education database facilitates the ideological and political workers and college students in studying and implementing the general secretary's speech, doing the consistency of college students in accordance with the social needs, and ultimately benefiting the college

students' self. Education and ideological and political education, effectively promote the implementation of ideological and political education of college students under the new media environment.

## VI. CONCLUSION

As a means of ideological and political education in colleges and universities, we must take measures to play new media's positive role so as to attract more students and ultimately promote the improvement of education level.

## REFERENCES

[1] Die Iguana.introduction to Internet and ideological and political work [M]. Shanghai: Sudan University Press (3rd ed.), 2000.

[2] Deng Changing, B Gingham. Network moral Education [M]. Changsha: Human Science and Technology Press, 2005.

[3] Duo Jingling. Reform and Construction of moral Education Mode in Colleges and Universities under the influence of Internet [M]. Wuhan: Songhua University of Science and Technology Press, 2005.

[4] Yang Fling.Theory of network ideological and political education [M]. Beijing: People's Publishing House, 2003.

[5] Bu Tianjin. Research and practice of constructing network moral education system under the new situation [M]. Changsha: Central South University Press, 2003.

[6] Thu Yingang. Network moral education [M]. Beijing: Social Science Literature Press, 2007.

[7] Bu Minuend.A study on audience Media dependence in the New Media Environment [D]. Changsha: central South University (MSc) 2012.

[8] Gan Mikoyan. Innovation of College students' New Media Literacy and ideological and political Education [J]. Journal of Huber Radio and Television University 2014 (3): 22-2424.

[9] Bhang Gunfire.Analysis of the effectiveness of ideological and political education in colleges and universities under the new media environment [J]. Journal of Amusing Institute of Education 2014 (2): 20-23.

[10] Ma An.Constructing principles and innovations of ideological and political education system for Party members and cadres under the new media environment [J]. Chinese worker Education 2014 (2): 43-44.

[11] Bi Denting. Faith education: the core of ideological and political education for college students under the new media [J]. Journal of Fuzhou University (philosophy and Social Sciences Edition) / 2014 (2): 56-57.

[12] Ge Tao. Construction of ideological and political education system for college students under the new media environment [J]. Journal of Amusing Institute of Education 2014 (1): 65-67.