Research on Online Ideological and Political Education of the Contemporary College Students

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Abstract — To enhance the construction and management of internet culture and make a positive and healthy online education environment have been the key research point of how to do the online ideological and political (I&P) education of the contemporary college students. And the work should be focused on the research of strategies, the construction of the special website for the I&P education as well as the well-trained group that’s in charge of it. Furthermore, lots of efforts need to be made to improve the campus online education and drive the campus online public opinions to a positive direction while facing the net voice and following the policy of making college students first, serving college students best.

Keywords - college students; ideology and politics; online education; strategies research

I. INTRODUCTION

Recently, the CPC Central Committee and the State Council jointly issued an official statement with rich contents and profound spirit of the times -How to enhance and improve the propaganda and ideological work in colleges and universities under the new circumstances which deeper defines the missions of colleges and universities as the important field of the ideological work and makes new plans and strategies for the propaganda and ideological work [1].

“The online ideological and political education (I&P education) for college students which is based on the internet, multimedia and modern communication technologies is a new I&P education method with students’ cognitive characteristics combined. This method will depend on the design, transmission and management of I&P education as well as the site-designing work, to exert influence on college students’ ideas and conceptions, political views, moral minds and information literacy with healthy, abundant and colorful online information. So, their ideological and political values and information literacy required by our socialist society can be realized [2, 3].”

In the complicated environment, the online ideological and political education work is facing new challenges and problems with the rapid developing of information technology which is represented by internet. How to enhance the construction and management of internet culture, the document issued by the CPC Central Committee and the State Council in 2007 pointed out that a positive and healthy online education environment has to be realized. Many educational policies like that are in line with the situation of the online education for college students. [4] How to employ the advantages of internet to conduct the efficient online I&P education has become the hot issue among professionals and scholars. And many of their works have made the analysis relating to the nature, characteristics and functions of the online I&P education. Some universities have made practical exploration on the construction of specialized websites. Internet culture is an important spiritual and intellectual pillar for our economic developing, reforming and opening-up as well as the indispensable part of the construction of modern socialist spirit and civilization, which on the whole, means the online I&P education for college students has stepped into a new developing stage [5].

II. THE CURRENT I&P SITUATION OF COLLEGE STUDENTS

Contemporary college students are able to give original opinions on the current social situation and express right, objective and overall comments on the social problems. Most students are fully aware of the complicated rules and conflicts lying between society and person, nature and person as well as person and person. Some students are inclined to be influenced by the exterior factors, which may lead to a vacillating mind. College students can learn and accept new ideas and conceptions, new technologies and things easily since they have the very active mind. However, their knowledge about society remains emotional, one-sided and even wrong and for some problems in the society, they cannot understand. College students care little about politics which they deliver a practical and utilitarian attitude to. What they are lacking are the responsibility for society, group and others as well as the spirit of collaborating, dedicating and bearing hardships. What they really care is the realization of personal value [6].

As for values, college students have a strong self-awareness and emphasis on the realizing of personal value, which can be seen from their pursuit for value and interests and their dedication to self-design and self-realization. On one hand, what they pursue is more and more objective with stronger awareness of themselves and being successful. On the other hand, they have much contradiction and confusion
along with an unbalanced physical and mental development. They hold actualized and utilitarian dreams and pay particular attention to their personal development [7, 8].

What we have to notice is that college students are lacking in morality and the awareness to observe and uphold laws and regulations. Their moral standards generally need to be improved and some students have lost the bottom-most social ethics. In addition, Some don’t see it virtue to be strict with himself, bear hardships, be humble, diligent and thrifty; some have grandiose aims but puny abilities; some desire fruits without offering their labor. What’s more, they can hardly tell right from wrong or deeply understand a law, and do badly in self-control.

III. PRACTICAL SIGNIFICANCE OF STRENGTHENING ONLINE I&P EDUCATION

A. Employing the Advantage of Internet Media Will Help to Widen the Ideological Work.

How to enhance the construction and management of internet culture has given the order that the construction of campus internet has to be improved and internet should be the measure to conduct the online I&P education and carry forward the theme of the times. Those who are doing the college online I&P education have to be dedicated so as to start the new stage. That is to say, they have to create new ways and contents, work out a new internet carrier for the job while holding the new ideas on values, missions, measures and quality, which altogether are urgently required. And what we can see from the above is how to use the new net media to integrate and create new ways to start another stage of the college online I&P education based on the traditional measures has been an important research subject in the new times.

B. Reinforcing the analysis of campus internet culture will contribute to the sound development of college culture.

Campus internet culture communication plays a significant role for college students in their broadening visions, obtaining knowledge, developing ability, displaying characteristics and cultivating tastes. Firstly, campus internet culture provides a broad activity space for students. Secondly, it offers advantageous conditions for them to create and innovate. Thirdly, it gives a wide platform for them to show their personal characteristics. Finally, it also promises the environment of cultivating students’ tastes. Despite the positive things above, campus internet culture has spread a negative influence on the development of the campus culture, which can be badly severe unless we double our efforts to build and manage the internet culture. And the negative effects on students can be represented as the strike on students’ goals and dreams; values-diversification; human nature alienation and morality reduction.

C. Hunting for the Factors that Affect the Forming of Students’ Right Online Ideology is Conducive to Reinforcing the I&P Work.

Internet is a treasure storehouse with information trash which can be much harmful to the physical and mental development of college students from time wasting to net addicting. Net addiction will not only degrade schooling, affect the values orientation and personality development, but even change their whole life. College students are bad at interpersonal communication in the real world because of the virtual internet which erodes and diverges their morality and minds little by little.

Moreover, there are many other factors affecting the forming of students’ right net ideology that can be seen as follows: related laws and regulations need improved; campus internet culture system remains at the starting stage; relative theories needs more and deeper research; supporting cases are needed to conduct a scientific and efficient net management. Besides, net platform to spread the advanced culture can’t see a general high level, which needs more improvement. And some elder staffs are facing the problems of skills shortage and ideological difference, which brings obstacles for them to work well. Internet culture workers in some universities are working as a part-time job, which is unstable and lacks rules and standards.

IV. STRATEGIES AND MEASURES RESEARCH ON COLLEGE I&P EDUCATION

A. To Get Online Ideology of College Students From the Reality

Apart from the methods of questionnaire, interview, and online investigation, to obtain the sources to analyze the current ideological situation of the college students, we have to comply with the following terms: the reality of online I&P education should be the basis; linking theory with practice be the principle; demonstration analysis be the main approach with research analysis as a supplement. We can also take the advantage of the open, compatible, free and interactive internet technique and culture that can be shared equally. While collecting information, we have to make a careful and repeated analysis on the materials. According to their current I&P situation, we have to explore practical and feasible guiding strategies. And all above which will involve students’ expressing ways to visit the virtual network are creatively meaningful to the guiding strategies research job of the online I&P education for college students. So, we have to make internet a new platform to conduct the college students I&P education and realize the reasonable ideological orientation and get their online ideology through the advantages of net media.

B. Carry Out Rich Online Education and Service and Focus on the Guiding Strategies Research Work

We need to carry out rich and colorful online education and service since campus net is the main net platform for students to get information, obtain knowledge and exchange ideas. Campus net as a support, we have to fully employ the
internet measures to widen the I&P education space. Filling the net world with positive, healthy ideas and thoughts and apply them into the education cause instead of copying the traditional education style in the classroom. College I&P education has to be given full play as a main channel and field while applying the interactive network to I&P education so as to enrich the teaching contents and start a new teaching measure and make the class more attractive and infectious. Then, attention should be paid to the integration of real environment and virtual space and make the I&P education the important measure and channel of party, league and college association building.

College students need to be encouraged and organized to participate in the independent development, self-management and effective radiation so as to enhance the guiding strategies research work. Over the years, college I&P teaching and managing staff have been employing the method of compulsive control which is not effective to the online education. And the effective measure should be to guide the students to accept the scientific education and refuse the trash information proactively. Meanwhile, any breakthrough made from the strategies research can be applied directly into the present online I&P education.

C. To Build a Well-Trained Online I&P Teaching Group

To build a well-trained online I&P teaching group, we have to put the instructions given by the central government into practice which is to enhance the college students online I&P education. We have to transform network into a useful tool to deepen the I&P education, into a new space where students can realize a healthy and strong growth while highlighting creativity and improving effectiveness. To strengthen the effectiveness of the teaching work, we need a stable and well-trained working group in charge of the operation, maintenance and management of the campus net, teaching resources and skills, which asks the working staff to do more studying and improve themselves. Internet displays advantageous conditions for the working staff with a special way in which they can study online anywhere and anytime. A skillful group for modern education is the mainstream of the research, development, employment, generalization, training, service and management of the online teaching resources, as well as the key to promise the students' education and refuse the trash information proactively. Meanwhile, any breakthrough made from the strategies research can be applied directly into the present online I&P education.

V. STRATEGIES RESEARCH ON COLLEGE I&P EDUCATION GUIDING THE PUBLIC OPINIONS

A. Putting College Students First and Serving College Students Best

Putting college students first and serving college students best means that college students have to be made the object of the website service and the subject of site-building and group-managing. On one hand, column and content on the site should be close to students’ studying, campus life, social communication, job-hunting, further studying and leisure & recreation. Then education and service can be integrated when we make the I&P teaching work more oriented, timely, effective and attractive through online service which should be conducted with acceptable measures. On the other hand, when building the website, we have to follow the principles of “built, managed and used by the students”. With the guide and help of teachers, site designing, developing, operating and managing should be finished by students themselves. Furthermore, there should be rules and schedules to realize the scientific management and people-oriented service of the website.

When answering the students’ questions online, a teacher has to give an overall, effective and scientific answer that's close to their mentality and related to their studying life and demands. In the end, an encouraging and blessing saying should be included, which represents humanistic spirit and care. Just like the “Fixed barrack with floating soldiers”, the fixed school is filled with floating students and we have to offer satisfying service to earn their satisfaction and love to the school so that a positive campus and studying spirit can be realized.

B. BBS Topic Design

There is a mass store of information on internet media and the BBS topic should be what students care most and what should be put first. Like the traditional press media, BBS needs to design a daily schedule for its users. Through “topic-design”, we can lead students’ thinking to a specialized direction, so as to guide the public opinions.

Topic-design on internet forum is presented by topic-discussing which are mainly around the important events related to students, happening in and out of the school at home and abroad. To post the emergency as the discussed topic has been common on BBS. But different students have different majors, interests and experiences, so they may pay different attention on the topic. That's why the opinions online are diversified and scattered. So, a timely management plan for BBS is needed. Some hot issues can be posted as topics such as personal development and academic problems that are familiar to them, so that they can control the direction of public opinions through positive topics. In the end, positive and rational public opinions will come into being.

C. Be Honest with Online Public Opinions

For public opinions, what BBS will do is face it honestly instead of ignoring it, guide it instead of covering it, so the students can be attracted to the supervision and management approach. To attract more attention, efforts should be made to offer a problem-solving channel. And the school side should be honest when posting and getting information. A reasonable answer and a real act should be given from the school when dealing with the comments on school’s mistakes. If the mistakes which have displayed influence on students are not made by the school, a reasonable answer is also needed to earn the support of the students. So we can
say that college BBS will become an effective channel to find and solve problems.

D. Emphasize Reality and Employ Guiding Measures

The net activities integrated with ideas, knowledge, enjoyment and service should be carried out; the interactive and open letter box should be offered; some communication platform such as BBS, QQ and MSN should be applied for discussion. Over internet, we can carry out online supervising, psychological consulting and test, job-hunting guiding, study helping and campus-life guiding. We should also solve the problems and troubles timely, correct the wrong information and guide the public opinion to a positive orientation. To guide them with reasons and truth is the most ideal way to guide the public opinions. Reasons need to be connected with truth when we conduct teaching and instructing so that they will accept it more easily without refusing and rejecting.

In short, the rapid development of internet has displayed a profound impact on every aspect of our life. Online public opinions, especially the influence it has on colleges and universities have aroused more and more attention. Internet development has created new opportunities for the college I&P education work, as well as challenges at the same time. To catch up with new circumstances and solve new problems, it is inevitably demanded to apply internet into the I&P education work, which involves the change of I&P education from the traditional method to the new one. Based on the traditional supervising and managing measures for online public opinions, colleges and universities ought to make an overall and feasible plan to enhance the supervising and managing work as well as the guiding strategies research for I&P education.

REFERENCES