

Research on the Relationship between Ideological and Political Education in Universities and College Students' Online Behaviors

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Abstract: With the rapid development of the internet, the online behaviors of college students have become increasingly diverse, impacting their thoughts and values. Ideological and political education in universities plays a crucial role in cultivating correct values and behavioral norms among students. This study aims to explore the relationship between ideological and political education in universities and the online behaviors of college students. Analyzing the current state of research reveals the mechanisms through which ideological and political education influences student online behaviors and proposes strategies for optimizing this education in higher education institutions. The findings suggest that improvements in the content and form of ideological and political education positively influence the guidance of student's online behaviors. This paper proposes strategies such as refining educational content, innovating educational forms, enhancing practical effectiveness, and strengthening educational teams, providing theoretical support and practical guidance for enhancing the effectiveness of ideological and political education.

Keywords: Ideological and political education in universities; College students; Online behaviors; Educational strategies; Mechanism of action

Online publication: August 9, 2024

1. Introduction

The rapid development of internet technology has made the web an indispensable part of daily life for college students. Their online activities encompass not only learning and communication but also information acquisition, entertainment, and social participation. However, the complexity and openness of the online environment also pose numerous challenges, as some students may be easily influenced by negative information, leading to adverse behaviors and values. Therefore, guiding students toward appropriate online behaviors through effective ideological and political education has become a crucial task for university educators. Currently, research on the relationship between university ideological and political education and student online behaviors is scattered and lacks a systematic theoretical framework. This study aims to systematically review relevant literature, analyze the mechanisms by which ideological and political

education influences student online behaviors, and propose specific strategies for optimizing such education in universities.

2. The current status of research on ideological and political education in universities and college students' online behaviors

2.1. Current status of ideological and political education in universities

Ideological and political education in universities plays a crucial role in cultivating correct values, ethics, and behavioral norms among college students. Due to changes in the social environment and educational circumstances in recent years, ideological and political education at universities has faced new challenges and opportunities, leading to extensive and in-depth discussions among researchers.

First, the content and forms of ideological and political education are constantly being enriched and innovated. Traditional ideological and political education primarily focuses on classroom teaching and theoretical instruction. However, with the development of information technology, online ideological and political education has begun to emerge. Researchers suggest that ideological and political education should integrate modern technological tools and utilize internet platforms to conduct a variety of educational activities such as online courses, web forums, and social media interactions, thereby enhancing the attractiveness and practical effectiveness of education ^[1].

Second, the effectiveness assessment of ideological and political education has become a focal point of research. Traditional assessment methods primarily rely on qualitative analysis, such as teacher evaluations and student self-assessments, which struggle to comprehensively and objectively reflect the effects of education. In recent years, researchers have attempted to employ quantitative research methods such as big data analysis and surveys to conduct multi-dimensional assessments of ideological and political education, aiming to understand its actual impact more scientifically and comprehensively.

Moreover, research on the personalization and differentiation of ideological and political education has also increased. Researchers have found that students from different backgrounds and majors exhibit significant differences in their ideological and political qualities and needs. Therefore, ideological and political education should focus on tailored teaching, and developing personalized education plans based on individual student differences to enhance the specificity and effectiveness of the education.

2.2. Current status of research on college students' online behaviors

With the widespread adoption of the internet and the advancement of information technology, the online behaviors of college students have become a significant area of research. College students, as the primary users of the internet, exhibit online behaviors with distinct characteristics of the era and diversity, which have been systematically studied and analyzed by researchers.

First, the types and characteristics of college students' online behaviors. Studies indicate that these behaviors mainly include learning, socializing, entertainment, and information gathering. In learning, students use the internet to access educational resources, participate in online courses, and engage in academic exchanges. In socializing, social media platforms serve as significant venues for students' social interactions. In entertainment, activities such as online gaming and video watching are prevalent forms of online entertainment for students. In information gathering, students use the internet to keep up with current news and acquire various kinds of knowledge. These behaviors are characterized by their high frequency, diversity, and immediacy.

Second, factors influencing college students' online behaviors. Researchers have identified that individual factors such as gender, age, personality, and hobbies influence students' internet usage preferences and

behaviors, while environmental factors like family background, school environment, and social-cultural environment also significantly impact students' online behaviors. For example, school policies on internet usage, the availability of networking equipment, and family educational methods can all affect students' online behaviors to various extents ^[2].

Furthermore, the positive and negative impacts of college students' online behaviors. Researchers have conducted in-depth analyses of the impact of online behaviors on students, finding both positive and negative effects. Positive impacts include acquiring knowledge through online learning, broadening horizons, and enhancing information literacy. Negative impacts include internet addiction, information overload, and cyberbullying, which adversely affect students' mental and physical health and academic life. Therefore, guiding students to use the internet correctly and avoid online risks has become an important direction for research.

3. Mechanisms of ideological and political education in guiding college students' online behaviors

3.1. Impact of ideological and political education content

The content of ideological and political education plays a key role in guiding the online behaviors of college students. Firstly, the curriculum and materials of ideological and political education directly influence students' thoughts and value orientations. Through systematic theoretical education, students can establish correct perspectives on the internet, enhancing their ability to discern and resist negative information. For instance, teachings on socialist core values, internet ethics, and legal regulations in ideological and political theory courses can help students establish proper norms for online behavior and improve their digital literacy.

Secondly, the relevance and specificity of ideological and political education content are significant factors affecting students' online behaviors. Traditional ideological and political education content is often abstract and lacks a close connection to real life. Therefore, universities should integrate current social hot topics and issues that concern students, timely updating and adjusting the content to make it more relevant and targeted. For example, conducting special lectures and case studies on topics such as internet security, online ethics, and privacy protection can help students understand and apply ideological and political theories in specific contexts, strengthening their awareness and regulation of online behaviors ^[3].

Moreover, the diversity and richness of ideological and political education content can also effectively guide students' online behaviors. Single-type content cannot meet the diverse needs of students, so universities should enrich ideological and political education content through various forms and channels, such as integrating films, literature, and real cases, and organizing themed class meetings, social practices, and volunteer services. This variety in content helps inspire students and internalize a conscious standard for online behavior.

3.2. Influence of the forms of ideological and political education

The forms of ideological and political education also play a crucial role in guiding college students' online behaviors. Innovative educational forms can significantly enhance the appeal and effectiveness of ideological and political education, thereby influencing students' online behaviors.

Firstly, the integration of classroom teaching and online education. Traditional ideological and political education relies mainly on classroom lectures, which are monolithic and can hardly fully engage students' enthusiasm. By leveraging modern information technology, universities can combine ideological and political education with online teaching, implementing blended learning approaches. For example, using online

education platforms to provide abundant ideological and political education resources, conducting online discussions, and interactive Q&A sessions can deepen students' understanding of ideological and political education content and strengthen their self-discipline in online behavior.

Secondly, the application of interactive and experiential education models. Ideological and political education should focus on student participation and experience, enhancing students' agency and practical abilities through interactive and experiential education models. For instance, universities can organize debates, mock courts, and themed practices, allowing students to experience and understand the content of ideological and political education through participation, cultivating their sense of social responsibility and legal consciousness, and thereby consciously practicing correct values and behavior norms online^[4].

Additionally, effective integration of online communities and online-offline interactions. Modern students are accustomed to interacting in online communities, so universities can fully utilize this feature by establishing ideological and political education online communities, using platforms like WeChat public accounts, Weibo, QQ groups, and so on, to post content and conduct online and offline interactive activities. For example, organizing online knowledge contests, online thematic discussions, and offline visits can allow students to receive ideological and political education through diverse interactions, enhancing their self-management and regulation of online behavior.

In summary, the innovation and optimization of the content and forms of ideological and political education play an important role in guiding college students' online behaviors. By providing diverse and flexible educational content and forms, universities can effectively enhance the practical effectiveness of ideological and political education, helping students establish correct internet perspectives and behavior norms, and encouraging them to make positive and healthy choices in the online world. This not only helps enhance the ideological and political qualities of college students but also provides significant support for building a harmonious and healthy online environment.

4. Strategies for optimizing ideological and political education in universities to guide college students' online behaviors

4.1. Enhancing the content of ideological and political education

Enhancing the content of ideological and political education is fundamental to optimizing it in universities. Firstly, universities should ensure that the content of ideological and political education is timely and relevant, updating and supplementing teaching materials to reflect the latest developments in society and issues of interest to college students. With the rapid development of Internet technology and continuous changes in the social environment, topics such as internet ethics, online security, and internet laws and regulations have become crucial for students to understand and master. Incorporating these topics into the curriculum helps students master norms for online behavior, enhances their digital and information literacy, and strengthens their self-protection and discernment abilities in the online environment^[5].

Secondly, the content of ideological and political education should be targeted and effective. Universities should develop personalized educational content plans based on the different majors, grades, and individual characteristics of students. For example, for science and engineering students, it is important to explain network security knowledge, data protection measures, and professional ethics relevant to their fields, helping them follow professional ethics and maintain information security in their future careers. For humanities students, the focus should be on ethics in online communication, media literacy, and social responsibility, assisting them in maintaining objectivity, fairness, and ethical standards during the process of online information dissemination. Through detailed content design, ideological and political education can be more closely aligned with students'

actual needs and life situations, thereby improving its specificity and effectiveness.

Additionally, universities should diversify the forms and mediums of ideological and political education content to enhance its appeal and impact. Traditional classroom teaching methods are monotonous and fail to stimulate students' interest in learning. Therefore, universities should use a variety of teaching methods such as case studies, film and television works, celebrity lectures, and scenario simulations to make the content of ideological and political education more vivid and engaging. For instance, by analyzing classic cases of moral lapses online, students can discuss and reflect on online behavior norms in specific contexts, so inviting well-known scholars or public figures to give talks on their insights and experiences with online ethics and morals can enhance students' identification with and practical engagement in ideological and political education content.

4.2. Innovating forms of ideological and political education

Innovating the forms of ideological and political education is crucial for enhancing its effectiveness. Traditional forms, mainly relying on classroom lectures, fail to meet the diverse learning needs of contemporary college students. Thus, universities should actively explore and utilize various educational forms to enhance the appeal and practical effectiveness of ideological and political education.

Firstly, universities should fully utilize modern information technology to conduct blended learning that combines online and offline elements. Online education platforms can provide a wealth of ideological and political education resources such as micro-lectures, online seminars, and electronic textbooks, allowing students to learn independently anytime and anywhere. Moreover, universities should organize online discussions, web-based Q&A sessions, and thematic forums to increase student participation and interaction. For example, using online discussion platforms, students can debate hot issues in ideological and political education, share opinions, and exchange ideas, deepening their understanding of the content. Teachers can also use online platforms to promptly address students' questions and provide personalized guidance, improving teaching outcomes^[6].

Secondly, interactive and experiential education models should be promoted to enhance students' sense of participation and experience. Interactive education emphasizes communication between teachers and students and among students themselves, using interaction to foster students' understanding and acceptance of ideological and political education content. For instance, universities can organize debates, mock trials, and role-playing activities, allowing students to experience and comprehend the content through participation. Debate competitions could focus on topics such as online ethics and security, sparking students' enthusiasm for thought and debate and developing their logical thinking and expressive skills. Mock trials let students assume roles like judges and lawyers, deepening their understanding of legal procedures and the spirit of the law, thus consciously adhering to laws and regulations in their online behaviors.

Experiential education emphasizes learning through real experiences and feelings to enhance the impact and effectiveness of education. Universities can organize students to participate in social practice, volunteer services, and thematic practices, allowing them to practice the content of ideological and political education in real actions, cultivating a sense of social responsibility and a spirit of dedication. For example, through community service, students can understand social realities and enhance their sense of social responsibility; through thematic practices, such as visiting patriotic education bases, students can receive patriotic education, strengthening their national pride and sense of historical responsibility.

Additionally, universities should actively build online platforms for ideological and political education, fully utilizing the influence of social media and online communities. Modern students are accustomed to

interacting and obtaining information on social media, so universities can use platforms like WeChat public accounts, Weibo, and QQ groups to publish content such as theoretical articles, hot topic commentaries, and current event analyses, attracting students' attention and engagement. Moreover, through online and offline interactive activities such as online knowledge contests, web-based discussions, and themed essay competitions, universities can enhance students' participation and interaction. Through these online platforms, students can access ideological and political education resources anytime and anywhere, engage in interactive discussions, and enhance their self-management and regulatory abilities regarding online behaviors.

4.3. Enhancing the practical effectiveness of ideological and political education

Enhancing the practical effectiveness of ideological and political education is crucial to ensuring the achievement of educational goals. Firstly, universities should establish a scientific education evaluation system to comprehensively assess the effects of ideological and political education. This can be done through various methods such as surveys, interviews, and case studies to understand students' acceptance of the content and forms of ideological and political education, allowing for timely adjustments and improvements to the educational approach.

Secondly, the connection between ideological and political education and real life should be strengthened to make the educational content more practical and applicable. Universities can organize students to participate in social practices and volunteer services, allowing them to test and apply the knowledge they have learned in practice, thereby enhancing the practical effectiveness of ideological and political education. For example, through participating in community volunteer services, students can transform theoretical knowledge into practical action, enhancing their sense of social responsibility and spirit of dedication.

Additionally, universities should focus on fostering students' agency, sparking their initiative and enthusiasm for learning. This can be achieved by establishing a student committee for ideological and political education, involving students in the planning and implementation of educational activities, thereby enhancing their sense of participation and responsibility. Furthermore, encouraging students to undertake independent learning and exploration both inside and outside the classroom can strengthen the practical effectiveness of ideological and political education.

4.4. Strengthening the construction of the ideological and political education team

Enhancing the construction of the ideological and political education team is essential for improving the quality of ideological and political education. Firstly, universities should enhance the professional training of ideological and political educators, improving their theoretical knowledge and teaching capabilities. This can be achieved through professional training sessions, academic exchanges, and further studies to continually elevate educators' professional qualifications and teaching standards.

Secondly, the digital literacy of ideological and political educators should be enhanced to improve their ability to use modern information technology in education. Universities can organize digital literacy training to help educators master online teaching tools and methods, enhancing their capability to conduct ideological and political education in an online environment.

Additionally, universities should perfect the incentive mechanisms for the ideological and political education team, stimulating educators' enthusiasm and innovative vitality. This can be done through establishing teaching awards, research incentives, and title evaluations, encouraging educators to actively explore and innovate, and continuously improving the quality and effectiveness of education.

5. Conclusion

This study systematically analyzes the current situation of ideological and political education in universities and its influence on college students' online behaviors, revealing the significant role ideological and political education plays in guiding students' online behaviors. The research indicates that the richness of the content and the diversity of forms of ideological and political education significantly impact students' online behaviors. Moreover, the effective implementation of ideological and political education can significantly enhance students' digital literacy and behavioral norms. Future research could expand the sample size and employ more diversified data collection methods to further verify and refine the conclusions of this study. Additionally, it should explore the online behavior characteristics of students from different types of universities and academic backgrounds to develop more personalized ideological and political education strategies.

Disclosure statement

The author declares no conflict of interest.

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