

Using Weibo to Extend University Ideological and Political Education

Dan Liu

Northwestern Polytechnical University, Xi'an 710000, Shaanxi Province, China

Abstract: With the diversified development of communication platforms and information, internet resources are becoming more and more abundant, and the challenges faced by all walks of life are becoming more and more difficult. It is necessary to progress with the times and introduce new generation resources, and to prevent various information leakage and fraud risks caused by the internet, preventing too much bad information on the internet. University is the crucial stage for students to establish a good understanding, and good ideological and political education can promote the establishment of correct 'Three Views' in students. This paper mainly uses Weibo as the carrier to explain the relevant functions of Weibo, using Weibo to assist the challenges faced by the universities in ideological and political education, and using Weibo to extend the channels of ideological and political education in universities for the reference of relevant personnel.

Keywords: Weibo; university ideology and politics; education

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***Corresponding author:** Dan Liu, liudan_1d@outlook.com

1 Overview on Weibo

Weibo is a localized product of imported culture, which originated from the American interactive platform Twitter. Twitter is a concise micro-blogging platform popular in the United States and around the world. Fans can see Hollywood stars and UEFA Champions League gold medal football players up close. UNESCO officials and ordinary users can also

communicate by posting and commenting on Twitter. For network security and information security, Chinese internet users cannot use Twitter normally. The Internet giant Sina is based on a mature blog platform and a wide range of blog users. Weibo (<http://weibo.com>), a similar platform has also developed rapidly in China. Many Internet companies such as Tencent and NetEase also use this format for making their own micro-blogging platform. It has become more widely available in the internet.

1.1 Timely and Effective

Dissemination of information in a timely and effective manner can be said to be one of the most unique functions of Weibo. Users, especially media professionals and artists, often have tens of thousands of fans. One of the Weibo may spread quickly, post comments and be affected. For the same news, you can be the first person to post concise text and pictures of everyone's interests on Weibo. Paper-based media such as magazines and newspapers usually require a set of tools, such as manuscript editing, proofreading, reviewing, typesetting, and printing, in order to maintain the timeliness of news. The movie star article "See you on Monday" took a big step. The news that entertainment magazines and websites agreed unanimously within a week was exposed, but due to uncertainties in contracts and other reasons, the website became the leader of blogs. The exposure of this incident accidentally made the entertainment magazine scheduled for release on Monday unexpected.

1.2 Convenient Information Disclosure and Search

The emergence of Weibo broke through the high literacy and news theory training threshold that was

required to release information in the past, while ignoring the various strict censorship requirements of traditional media platforms and everyone has obtained information in a concise way. The emergence and development of Weibo has provided people with a platform for their own voice and freedom of speech.

1.3 Good Interactions

Some critics say that Weibo has moved celebrities from the clouds to the world. This sentence sums up the interactions on Weibo very well. Weibo's comment and repost functions make it easy for users to communicate. Thanks to movie stars, scientists and cutting-edge scientific research, stars had fallen into the world from the clouds. Any reader can post and reply to comments on Weibo to narrow the role model between these attractive groups and ordinary fans.

2 The Challenges Weibo Brings to University Students' Ideological Education

University students use the online platform Weibo to discuss current affairs, exchange information and share information. However, at the same time, only by rationally analyzing the reasons behind the challenges facing university students' ideological and political education in the new era, combined with the communication platform of Weibo, can we effectively improve the current ideological and political education of university students. Next, we will analyze and discuss the challenges that Weibo brings to university students' ideological and political education.

2.1 The Rapid Spread of Information Disrupts Traditional Education

On the communication platform Weibo, university students can freely share their thoughts and status anytime and anywhere without being restricted by time and space, and get the news they want. Weibo's "disruptive" communication methods prevent university students from accepting traditional teaching methods. Traditional ideological and political education is unmatched by the Weibo platform. The content is boring, and the format is unvarying and convenient. Therefore, the progress of Weibo has challenged traditional ideological and political education.

2.2 A Large Amount of Information Content Leads to Errors in Understandings

This is because in Weibo, people can express their opinions and speeches anytime and anywhere without being restricted by time and space. Therefore, most languages on Weibo are trivial and unfiltered. The content of Weibo ranges from good to bad, positive and negative. This is not good for university students who have low social practice skills and poor capability to distinguish right from wrong. University students cannot effectively distinguish good from evil, and some university students even pass on illegal information. This is harmful to the thinking of university students. Therefore, the large amount of information content about Weibo has led to deviations in values and moral concepts among university students.

2.3 Management is More Difficult due to Various Opinions

In the virtual space of Weibo, everyone is the subject of a speech. Whether accurate or not, anyone can post the latest status on Weibo anytime, anywhere. This can diversify public opinion and expand or distort everyone's speech. Public opinion will have an impact on the new ideas and concepts of university students, and it is difficult to manage the ideological and political education of university students.

3 Using Weibo to Extend Ideological and Political Education

Although Weibo brings challenges to contemporary ideological and political education, its convenience and rapid transmission of information have become a platform for contemporary university students' ideological and political education. Therefore, we must face up to the challenges and find a way to use Weibo to give university students ideological and political education. Next, we will analyze and discuss on how to use Weibo to conduct ideological and political education for university students.

3.1 Face the Challenges and Build a Weibo Communication Platform

With the continuous emergence of new media, the traditional methods of ideological and political education can no longer keep up with the times. Therefore, schools should establish a micro-blog information communication platform based on their own development characteristics. On the platform, strengthen communication with the students;

frequently release positive ideological and political education content, and answer questions raised by students in a timely manner. The text should be humorous, and the content should be positive and upward, so as to improve the spread of Weibo in the life of university students. Master the right to speak.

3.2 Update Traditional Concepts and Change Communication Skills

The continuous updating of internet technology requires educators to constantly update their concepts and opinions. Keep up with the times, keep abreast of the ideas and opinions of contemporary university students, transform from an indoctrinator to an information leader, and actively guide students to enjoy the positive content of Weibo. In terms of teaching skills, it is not only necessary to instill ideological and political teaching, but also to discuss issues on an equal footing with students. Become friends with the students; so that they feel the joy of studying ideological and political education, which will serve to subtly improve the concept of ideological and political education of university students.

3.3 Improve the Quality of Online Media and Correctly Guide University Students

Weibo is a platform for "no borders" and "unrestricted" free speech. The content on Weibo varies from good to bad. If university students do not have a high level of online media literacy, they are easily confused and misled by bad comments. They will be addicted to it and cannot extricate themselves, thus affecting the development of university students' physical and mental health. This requires university students to improve their online media literacy and learn to distinguish right from wrong. Educators should promptly guide the ideological and political education of university students. Students should be guided to follow micro-blogging laws and regulations on Weibo, not to publish bad content, not to forward and spread them at will, and not to blindly follow the trend. Guide university students to create a safe and positive Weibo communication platform.

3.4 Play a Leadership Role and Conduct Online Education

On Weibo, social workers can establish ideological and political education platforms. Send ideological and political education content in great volume so that university students are immersed in ideological and political education all the time. Secondly, let peers guide the people around them. They are of the same age, have the same ideas, and have a common language. Let them use the power of public opinion and actively guide. Work hard to create a positive and stable online environment.

4 Conclusion

In summary, with diversified information nowadays, the development of Weibo has pros and cons for the education industry. Both students and teachers can use Weibo to gain knowledge and discuss current affairs. Weibo is one of the places for free speech and the information on it is diverse, which can easily lead immature people astray. Guiding the students to use Weibo correctly and using Weibo to conduct ideological and political education is a mutually beneficial and win-win situation for both students and teachers. It is very important to use Weibo correctly for guiding students' ideological and political education.

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