Online Ideological and Political Education in Colleges and Universities Under the Weibo Network Environment

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Abstract: In recent years, the in-depth development of quality education has brought opportunities for the innovation and reform of ideological and political education in colleges and universities in China. Online ideological and political education, as a modern embodiment of ideological and political education, is planned and carried out purposefully under the Weibo network environment, which is more conducive to breaking the distance between time and space and presenting high-quality educational content to students. In view of this, this article will focus on the development of online ideological and political education under the Weibo network environment, consider the existing problems, and propose specific countermeasures to improve the level of online ideological and political education in colleges and universities.

Keywords: Weibo network environment; Online ideological and political education; College and university education

1. Introduction

Weibo, as a popular social network at present, can realize online communication anytime and anywhere by broadcasting real-time information, text, pictures, and videos. It is precisely because of this that since its launching, it has been welcomed and used by many young people. Coupled with the convenience of its operation, it meets the needs of many young people. Based on the microblog network environment, using this medium to carry out online ideological and political education provides an ideal effect [1].

2. Necessity of online ideological and political education in colleges and universities

Online ideological and political education should not be based only on traditional ideological and political education. In addition, it should not only be limited to ideological and political education. Instead, with the advancement of science and technology as well as the development of the times, it is essential to carry out purposeful and planned analysis, thinking and planning from the party's and the country's network and informatization work, especially in the strategic height of building a network power, as well as constantly improve the height and broaden the breadth of its research. This dynamic and interactive education method can be more recognized and understood by the majority of college and university students. It can also continuously enrich the new connotation of ideological and political education in the new era, thereby advancing the innovative mode of ideological and political education, bringing it closer to students, using

new technologies and concepts, as well as integrating more advanced and diverse educational content. In that way, political education would be more targeted [2].

3. Existing problems in the online ideological and political education of colleges and universities under the Weibo network environment

The first issue is that with negative information, the function of ideological and political education on Weibo would be affected. Various messages are continuously delivered to college and university students on this platform. On this broad platform, both positive and negative information exist, which can imperceptibly impact the cognition of students. Especially in terms of negative information, once it has a certain hold on students' psychology, it often takes longer to be relieved, and at times, educators even need to spend many years or even approach doctors to help students form correct outlook on life, world outlook, and values [3]. There are many students who have their views being modified in the past due to some negative comments on Weibo. In Weibo, every user is a disseminator and receiver of information, and in view of lacking effective supervision and management, there are people who would take advantage of the loopholes and use Weibo to propagate negative information. As a result, students' psychology can be affected by this, thus leaving a great impact on their values. This brings an even more unfavorable situation to the development of online ideological and political education in colleges and universities.

The second issue is that the content of online ideological and political education is relatively scarce and single. At present, many colleges and universities in China started online ideological and political education relatively late, and they have not fully realize the importance of online ideological and political education. As a result, many contents are still based on blackboard writing, only the mode of teaching has changed. It is difficult for students to truly agree with this relatively boring method, improve personal initiative, and actively accept online ideological and political education. Moreover, these relatively dull and boring contents appear in textbooks and have little connection with students' daily life. It is also difficult for students to empathize with these microblogs, thereby hindering their interests. There are also some contents on Weibo that are rigid, neglect topics that students are interested in, and focus only on professional news. Analysis has made this kind of official site exists only for the sake of existence without actually performing its due function in ideological and political education.

The third issue is that Weibo, a stage where information exchange and interaction occur, brings a certain degree of difficulty to students' thought guidance. The reason why college students are fond of Weibo is mainly because they can communicate online anytime and anywhere. Whether it is real-time information dissemination, freedom of expression, or role-switching, it can create a public network model that does not match the exchange. However, it is undeniable that due to the variability, diffuseness, and unbelievable series of features on Weibo, coupled with the weakening of some leadership functions in the process of interaction, this series of states are irrelevant. Avoidance leads to a series of online speech or gradually develops toward an unordered direction. Under this kind of non-intelligence, the cognition of many students may be affected. This also shows that in the new era, ideological and political education workers must face reality, actively adapt to the changes in the internet environment popularized by the development of Weibo, and guide students to be involved in positive learning and education.

4. Optimization strategies for online ideological and political education in colleges and universities under the Weibo network environment

4.1. Create a good network education environment

In the Weibo network environment, the development of online ideological and political education in colleges and universities is very important. It is necessary to begin with creating a good online education

environment. In this process, the emphasis should be on the cultivation of network media literacy. This refers to the literacy, philosophy, and core values that network users need to have when receiving and disseminating information, including ideological and ethical awareness, network usage norms, and other aspects, so as to be identified as legal online citizens. Its purpose is to allow college students to consciously resist negative information from the outside world while receiving and sharing relevant information, so that students can adhere to the correct cognition in disturbing information and form a strong sense of responsibility as well as morality. In addition, it can help college students distinguish right from wrong, so that they may develop a better sense of responsibility and noble patriotism in the process of receiving online ideological and political education. Therefore, it is necessary to create a good network education environment, assume online ideological and political education as an important starting point, realize the combination of online education and offline education, as well as truly integrate media literacy into ideological and political education for college and university students. Students should be encouraged to participate in online ideological and political education on Weibo in a positive, healthy, and optimistic environment. This would in turn inspire more students to move in the direction of civilized and green network content.

4.2. Actively promote innovation in ideological and political work

In the new era, based on the microblog network environment, colleges and universities need to actively promote the innovation of ideological and political education on the internet, so as to continuously improve the efficiency of ideological and political work in colleges and universities. Ideological and political educators need to make full use of their online advantages on Weibo to promote the concept of online ideological and political education as well as break the limitations of time and space, so that more students can learn about it on this social platform. Some information contents as well as ideological and political education work can also advance with the times during this period. The concept of ideological and political education should be firmly established on Weibo from the ideological level, so as to actively seize the highest point of political communication and national ideology. It is also possible to form an effective connection model with Weibo through the establishment of several platforms for mainstream ideas, trending topics, and public opinion guidance, which can subtly produce positive ideological and political education effects. In addition, ideological and political education workers can also integrate some of the contents of Weibo, extract information content with educational significance, improve the original education methods, and continuously improve the effect of education. Through an unorthodox channel, the update speed is faster. Although the content may be imbalance in regard to the integration of some information from Weibo, some high-quality information can still be extracted from the massive information. In that case, it is imperative to choose the essence and eliminate the dross. This set of information from Weibo can arouse the interest of young people to a great extent, resonate with their daily learning, and help to achieve the purpose of online ideological and political education.

4.3. Strengthen the management of official microblogs in colleges and universities

In the new era of microblog network environment, it is important to first strength the management of official microblogs in the process of ideological and political education in colleges and universities. According to the above analysis, the setting of the official sites of many universities is relatively boring; the release of information is rigid and lacks novelty; the state of interactivity has also seriously affected students' interest. In response to this situation, in order to better carry out online ideological and political education, it is necessary to strengthen the management of these official sites, so that the release and setting of the official sites can be closer to the daily information receiving habits of college and university students. For example,

the relevant staffs responsible for publishing in Weibo should make effort to understand the current psychological characteristics of the students and some trending news, in order to publish contents that students are more interested in, induce empathy among students, and promote reading on Weibo. Interesting contents in the form of pictures or videos, which can satisfy current affairs and students' interests, should also be included to stimulate students' participation on Weibo through likes, comments, or reposts. Vibrant topics and lottery draws can increase the participation of college and university students. Weibo itself is a public network platform, and its information security needs to be verified. Therefore, college and university administrators should be actively involved in information security protection work and guide college students to establish correct values.

5. Conclusion

All in all, online ideological and political education in colleges and universities needs to break away from the research boundaries and research frameworks in the traditional ideological and political process as well as actively learn other theoretical knowledge, methods, and models from various industries. It is imperative to construct a unique theoretical system and method for online ideological and political education. Several scholars have clearly proposed the use of Weibo as a channel to carry out efficient online ideological and political education, from static to dynamic development, and from the instillation of authority to the direction of mutual identification.

Disclosure statement

The authors declare that there is no conflict of interest.

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