Research on Risk Prevention and Resolution Strategies of College Network Ideology in the Context of the Internet

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Abstract: With the rapid development of the Internet, the network ideology of colleges and universities is facing severe challenges. This paper deeply analyzes the root of the risk of network ideology and makes a specific investigation of the status quo of network public opinion in colleges and universities. On this basis, the study explores and puts forward a series of targeted risk prevention and resolution strategies, aiming at providing a systematic solution for the network ideology security of colleges and universities. In this paper, with the combination of theory and practice as the path, we verify the effectiveness and applicability of the proposed strategy through the analysis of the implementation effect of the strategy. This study also provides theoretical support and practical guidance for the prevention and control of ideological risks and public opinion guidance in universities under the network environment, which has important practical significance. With the continuous progress of network technology, the threats to the network ideology of colleges and universities are increasing. For example, the spread of false information has become a serious problem affecting the security of college network ideology.

Keywords: Network ideology; Colleges and universities; Risk prevention; Public opinion management; Resolution strategy; Theory and practice

1. Introduction

"Upholding the fundamental system of Marxism's guiding position in the field of ideology" and "building a socialist ideology with strong cohesion and leading force" have pointed out the direction for the ideological construction of colleges and universities. Entering the new era, ideological work presents new characteristics, one of which is the issue of network ideology. Colleges and universities shoulder the heavy responsibility of "who to train, how to train, and for whom to train," which is the front position of network ideology work in the new era. Colleges and universities are the main channels for talent cultivation and the main front for the dissemination of mainstream ideology [1]. However, there are risks of false information, illegal information, non-standard speech, malicious rumors, and other online ideologies in colleges and universities. As an important

battlefield in the struggle of network ideology and a gathering place of network ideological risks, the college network's risk prevention and resolution are of great significance in the development of young students, social governance, and the needs of powerful countries.

In such a big environment, it has become a major topic of university governance to explore how to effectively intervene and guide students to rationally use network resources, actively reject bad information, and strengthen the security line of network ideology. Therefore, this study focuses on the characteristics, main challenges, prevention, and countermeasures of network ideological security in colleges and universities.

2. The analysis of network ideology risk

The challenges to the prevention of network ideological risks in colleges and universities mainly focus on the frequent occurrence of network risks in the context of abundant network resources [2]. As a platform for global information exchange, the Internet has a profound impact on the correct shaping of network ideology. At present, the risk prevention of network ideology in colleges and universities is particularly important. First of all, colleges and universities need to strengthen the construction of teachers, improve teachers' online ideology education ability, and ensure that teachers can correctly guide students to establish a scientific world outlook and values. Secondly, colleges and universities should strengthen the supervision of online content, timely detect and dispose of bad information, and maintain a clean online environment. In addition, colleges and universities should take the initiative to adapt to the trend of digital transformation and use advanced technological means such as big data and artificial intelligence to conduct intelligent monitoring and analysis of students' online behaviors, so as to accurately implement ideological and political education. At the same time, colleges and universities should also actively build diversified online ideological education platforms, guide students to correctly use online resources, enrich students' ideological and political education content, and enhance their ability to identify and prevent online risks. Students should also be encouraged to participate in the active construction of cyberspace and train them to become the disseminators and maintainers of positive cyber energy. Colleges and universities should keep pace with the times and constantly innovate online ideological risk prevention strategies to adapt to the rapid development and changes of the online environment. Establishing a perfect network ideological risk prevention system can effectively enhance students' awareness of network security, improve the overall level of network ideological security protection in colleges and universities, and make due contributions to students' healthy growth and social harmony and stability.

As we enter the 5G era, network technology has ushered in a new stage of development. New network technologies such as distributed storage, content delivery networks, and edge computing are developing rapidly, bringing great impact on information dissemination. For example, distributed storage technology enables data to be distributed and stored on different nodes, improving data transmission efficiency and security. Edge computing technology makes data processing faster and more efficient, and is widely used in the Internet of Things. The emergence of these new technologies makes information dissemination more three-dimensional and personalized. In this context, new applications such as anonymous social networking and crypto communities are emerging in an endless stream, further enriching the forms and methods of information dissemination. However, this profound transformation of network technology has also brought new challenges.

Network media has become an important area of college students' ideological and cultural life, and has a significant impact on the growth of college students and the environment of public opinion [3]. With the rapid development of network media, the ecology of public opinion has undergone drastic changes, which has brought new tests for ideological education in colleges and universities. Therefore, it is urgent to strengthen the

ideological security education of college students and improve their ability to resist various risks. This shows that modern universities grow up in the network media environment, facing complex ideological information, need to actively learn ideological security knowledge, as well as improve the ability to identify and resist false information.

3. The current situation of college network ideology

The current situation of online public opinion in colleges and universities requires attention because the rapid rise of new online media has weakened the discourse power of traditional media and made it more difficult to control ideology in colleges and universities. For example, the speed of information dissemination on social media platforms is high, and a message can easily be read by tens or even hundreds of thousands of people in a short period of time, thus exerting a profound impact on public opinion in colleges and universities. With the prosperity of the mobile Internet, people have more diversified ways to obtain information, which makes ideological education in colleges and universities face unprecedented challenges.

The rapid dissemination and diversification of online public opinions make college students face the penetration of multiple value orientations. As the backbone of society, college students' values and moral behaviors have a profound impact on the future development of society. In the network public opinion environment, they should not only learn to distinguish the truth and falsity of information but also adhere to the correct value orientation in the complex and changeable values [4]. In college education, ideological and political education should be strengthened to guide students to establish a correct world outlook, outlook on life, and values. In addition, colleges and universities should carry out various forms of practical activities to enhance students' sense of social responsibility and historical mission. With the development of information technology, online platforms have become an important channel for young students to obtain information and express their views. In this process, college students should strengthen network literacy, improve the ability to identify online information, and develop the habit of independent thinking. Schools and society should work together to create a clean Internet environment and provide students with more Internet resources that are beneficial to their growth. At the same time, college students should take the initiative to adapt to the needs of social development and enhance their awareness of innovation and practical skills. In the era of constantly updated Internet information, they need to constantly learn new knowledge and update their ideas to adapt to the challenges of future work and life. In a word, the influence of network public opinion on the value orientation of college students is multifaceted, which brings both challenges and opportunities. The key lies in how to guide and use network resources to cultivate outstanding college students with correct value orientation and a high sense of social responsibility.

Network public opinion usually refers to the public opinion spread through the network, which is often hidden in the daily and entertainment content. For college students who are in the stage of seeking knowledge, this public opinion information may be confusing, making it difficult for them to make accurate judgments. Therefore, the combination of online public opinion guidance and ideological security education for college students can help students see through the fog and enhance the actual effect of education [5].

Online public opinion not only reflects the public's mood and attitude towards the incident but also reflects its values. By reflecting the public's emotions and attitudes, these online public opinions show their stance and views on a specific event and also reflect the core values they hold. By paying attention to students' comments and opinions on specific events on the Internet, educators can gain insight into their confusion and problems in thinking, and use this as a basis for education and improve the pertinence of education. For example, when

students show strong emotional fluctuations during a certain social event, educators can understand students' anxiety and emotional changes by paying attention to and analyzing this phenomenon, so as to better carry out mental health education and emotion management education. At the same time, the collective discussion and interactive communication on the network also provide new educational opportunities, which can be used by educators to carry out more effective educational activities.

4. Risk prevention and resolution strategies

The key is to establish an effective dynamic monitoring and early warning system when formulating the prevention, control, and resolution strategy of network ideological risks in colleges and universities. This dynamic monitoring and early warning system should make full use of big data technology, track online public opinion in real time, and comprehensively analyze all aspects of information to ensure a comprehensive, continuous, and detailed understanding of online ideological security risks [6]. For example, by collecting and analyzing discussions on school online topics on social media platforms, the system can detect and assess emerging risks and challenges in a timely manner, thus providing strong support for preventive measures. At the same time, a sound public opinion early warning system can help us prevent ideological manipulation through algorithmic recommendations and prevent incorrect ideas from misleading college students, allowing us to take measures in advance to prevent potential problems. The function of this early warning system is just like an early warning system, which can timely detect and remind relevant departments or individuals of the risk of Internet ideology, so as to respond in time to ensure the safe and healthy development of Internet ideology in colleges and universities [7].

Furthermore, we need to strengthen the monitoring, collection, analysis, and prediction of information related to network ideology security. This includes the creation of a set of ideological risk leadership organizations covering risk assessment, early warning, management, and communication [8]. In addition, content publishing, forwarding, sharing, and review mechanisms for self-run media platforms such as campus websites, forums, and mobile apps, as well as information feedback and reporting systems, must be established. Staff in charge of ideology should be assigned to review, screen, and block content in accordance with regulations, while regular reports on the progress of ideological supervision should be made from grassroots to senior levels.

In the ideological management of colleges and universities, it is vital to strengthen the consciousness of reverse osmosis in the ideological field. This includes improving the monitoring level of the campus network and setting up a firewall and safety net to prevent the infiltration of external negative information. At the same time, filtering and resisting harmful information that goes against the demands of the country's mainstream ideology should be strengthened. For example, colleges and universities can adopt technical means to intercept and filter the channels and ways of spreading bad information, so as to maintain a positive ideological atmosphere on campus. In addition, it is also crucial to strengthen the reverse osmosis education in universities' foreign exchanges. This can be done in the form of organizing lectures and setting up courses to enhance the vigilance and prevention awareness of teachers and students against external infiltration.

In addition, faced with special periods or major public events, colleges and universities should be more vigilant about the role of new media, and should actively make their voices heard at "critical moments" to promote mainstream values [9]. This also includes the prevention of adverse public opinion swirls that may be caused by algorithm recommendations, in order to eliminate ideological confusion [10]. At the same time, it should implement a sound ideological security responsibility mechanism, establish a strict external review process, strictly control the management of off-campus personnel entering universities, and strengthen the real-

name authentication of online identities and the control of access rights to prevent the malicious dissemination of negative information.

5. Conclusion

Based on the existing research results and analysis, in the field of network ideology, exogenous risks and endogenous risks interweave and interact [11]. Faced with this situation, it is necessary for colleges and universities to build a perfect network ideology risk prevention and resolution system. This includes but is not limited to strengthening students' ideological education and guidance, enhancing the management level of network security, and improving the system of public opinion monitoring and rapid response.

In order to maintain the stability of online ideology in colleges and universities, it is recommended that colleges and universities deeply apply big data technology, develop an early warning mechanism to monitor online ideological risks, and strengthen ideological security education to improve students' defense capabilities [12]. In addition, training technical professionals, using firewalls and efficient anti-virus software, improving advanced security management procedures, guaranteeing capital investment, and strengthening the configuration of network monitoring equipment are all key measures to ensure the safe operation of college network systems [13].

Under the current Internet background, colleges and universities need to make comprehensive use of various means to prevent and resolve network ideological risks. These means include technical means, management means, and educational means. Only by using these means at the same time, can we effectively deal with the challenge of exogenous risk and endogenous risk, so as to realize the effective guidance and management of college students' ideology [14]. The risk of network ideology mainly refers to the threat of various adverse factors from inside and outside the network environment, such as the hidden danger of network information security and the spread of network rumors and false information. Technical means can include the establishment of a network security protection system, strengthening the research and development of related software technology, etc. Management means may involve improving network management systems and rules and regulations and strengthening the construction of network management personnel. The educational means can provide network security education for college students, guide them to use the network correctly, and enhance their awareness of network security [15].

Disclosure statement

The author declares no conflict of interest.

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