Study of Ideological and Political Education Work Mechanism Based on College Network Public Opinion

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Abstract. The popularity of the Internet makes network public opinion have a broad impact on the ideological and political education. It has a significant influence on the conjunction of the ideological and political education of college network, which expanded the educational contradictory field, as well as the time and space field, of the network ideological and political education. Meanwhile, in order to guide the Internet public opinion and the ideological and political education to fit with each other, we need to establish a long-term mechanism in several aspects, including an expedite operating system for network ideological and political education, an integration of team construction for network ideological and political education, an early warning system for network public opinion, an effective crisis response system for network public opinion and an actively and steadily grasp of the initiative for the public opinion field.

Introduction

In recent years, with the a gradually deepening of the rapid development of information technology the comprehensive reform, and with the popularity and the increasing number of users of Internet in China, especially with the rapid spread of information in network, Internet has become a source of public opinions, which plays the role of the main sources of information. In this increased network groups, college students are a force to be reckoned with. The problem with college network public opinion, based on the Internet, has received unprecedented attention and become an important part of the modern ideological and political education. In this atmosphere, focus from student groups on the network public opinion makes the importance of network public opinion increasingly prominent and raises new issues and challenges for college network ideological and political education. How this problem is solved will to a large extent affect the direction of the network public opinion of college students, meanwhile making a profound impact on the effectiveness of network ideological and political education work.

Characteristics of College Network Public Opinion

Subjects of Public Opinion are Both Centralized and Wide-Spreading

From the centralization point of view, the subjects of college network public opinion are active students and parties or insiders of related events. From the wide-spreading point of view, the interactivity of Internet determines anybody could be both the recipient and the publisher of information. In particular, retweeting and conformist mentality of Internet community results in a large number on the students to participate, knowingly or unknowingly, followed by the formation of speech or emotions with a certain bias and influence.

Object Contents of Public Opinion are Pluralistic and Diverse

Certain public opinion is the reaction of specific interest, and on the Internet, any group can boldly show their interest. In contrast, college network public opinion is based on an actively internet on hot events in the country, the society and in the school. It is connected with teachers’ and students’ interest, which has a wide coverage and changes dramatically. It is hard to catch the focus of next stage of the network public opinion, therefore difficult to prevent.
Network Public Opinion Leads to Collective Polarization Incident

After the network information being filtered, due to the impact of traditional values, people will have a "virtual tandem" by means of the power of the network. Then an excessive network controversy will only deepen the perception of a problem. One hears only himself. This phenomenon will only consolidate people's prejudices, undermine trust of society, fragment social consensus, and thus endanger social stability. Moreover, it will easily lead to a narrow vision of people or strengthen their own beliefs, attitudes, etc., leading to "group polarization".

Relationship between Studies on Network Public Opinion and Ideological and Political Education in College

Even though college network public opinion and ideological and political education belong to different research areas, they are highly uniform in guiding students to establish a correct view of values.

The Studies on Network Public Opinion Provides Important References for an Effective Development of Ideological and Political

As the main area of modern ideological and political education, essentially, the Internet is an important part of the environmental factors for ideological and political education. A positive and healthy network public opinion is a valid extension of the network ideological and political education function. Research on network public opinion regarding the basic theory, analysis and control, judged counseling and other aspects, provides first-hand empirical evidence and reliable basis of college ideological and political education. It is conducive to grasp the dynamic changes of thinking and behavior of college students, thereby effectively enhance the effectiveness of ideological and political education, and raise the level of scientific and related work.

The Ideological and Political Education Offers New Points of View and Theoretical Support for Studies on Network Public Opinion

Network public opinion research has been showing openness characteristics, bringing multidisciplinary and sustained attention. Ideological and political education, as a strongly practical discipline, is theoretically founded on a holistic and scientific system of Marxism and the latest achievements of Marxism with Chinese characteristics. This subject characteristics provides the necessary theoretical support for public opinion research in modern time, and is in favor of guiding network public opinion to make it more in line with public opinion-oriented requirements.

Actively Guide the Adaption between Network Public Opinion and Network Ideological and Political Education

Dredge the Running Mechanism of Network Ideological and Political Education

First is the construction of the cooperating mechanism, The interactivity of Internet determines that the ideological and political education must be timely outside the box of traditional framework. It must fully mobilize the enthusiasm of various factors to guide students, therefore to make the network public opinion adapt to social development. This requires the guidance of targets, and that ideological and political educators exchange respectively comparative advantages, as well as to establish the necessary support to let college students have their platform to interact with their words and deeds. All of these will help college network public opinion develop in a reasonable and ordered way. Second is to strengthen the construction of the assessment mechanism. No matter how good the dynamic mechanism is, or how relevant the cooperating mechanism is, if it lacks of the necessary evaluation mechanism, there is no way to find the problem, nor can we effectively solve the problem. The ideological and political education of college students, based on network public opinion, has to truly reflect the political, educational and shaping aspects of ideological and political education.
Integrate the Education Team Construction of Network Ideological and Political Education

In order for the ideological and political education to effectively guide the network public opinion, it needs to have a team of political cadres that are active on the Internet. First of all, it is necessary to define clearly the division of labor counselors. Universities and colleges should deal with the new changes in the ideological and political education, and actively and steadily promote the construction of counseling association. Make sure that there is a clear division of within the association to expand this division into an ideological and political education team, which requires the guidance of network public opinion. The process of ideological and political education needs to integrate the counselors' own advantages and to share resources, which will help enhance professionalism of counselors and result the group polarization in network public opinion. Second, ideological and political education should be close to the students' practical nature. It has to effectively understand the needs of students, which is the key to improve the presence of counselors. Needs of talent, security, and services from students are, to a certain extent, manifested through the Internet language, especially when the Internet language becomes common, which demands more reasonable guidance, therefore the counselors to be present in a timely manner.

Timely Build the Early Warning Mechanism for Network Public Opinion

We must promptly resolve conflict source in college students network ideological and political education. Since the education is carried out through the Internet, where students will not take the initiative to accept ideas of educators, a lot of contradictions would be generated, including the one between students and educators; the one between virtual world and reality; the one between individual and group; and the one between the growing demand for services and the lag of management services. These contradictions, through express and dissemination on the Internet, could generate a massive amount of information in a relatively short time, whose forefront directs toward stimulating issues and causes social responses that are wider, stronger, affecting a wider range of people or community. Ultimately, it would go drastically against understanding or opinions of these issues or their involved parties. If the stimulating party did not respond correctly, a public opinion crisis could turn into a collective mass incident, including both mental and physical conflicts, in a very short time.

Establish an Effective Crisis Mechanism for Network Public Opinion

Since the population of Internet group in college keeps growing, network public opinion crisis needs to be effectively addressed. On the one hand, we want to achieve the integration of online and offline interaction and of traditional and modern ways of network ideological and political education. Problems that cannot be solved in reality would be dealt with through the Internet, while problems that cannot be addressed in the virtual world would be taken care of offline. In this way, negative effects produced by the network public opinion can be effectively resolved.

On the other hand, to resolve the negative impact of public opinion and to enhance the effectiveness of ideological and political education, we also need to implement information symmetry and information disclosure, which can effectively prevent and resolve network public opinion crisis from the source. This is the only way to maximize the information publicity in a timely and accurate manner, and to have a positive and rapid response to problems with strong focus by college students. A transparent and pragmatic attitude will win their understanding and support.

Actively and Steadily Grasp the Initiative in the Field of Public Opinion

One way is to cultivate campus "opinion leaders" to guide online public opinion in college. The "opinion leaders" are usually some veteran Internet users and BBS moderator. Here we pay special attention to campus network "opinion leaders" in the presence of their values and roles. By hiring them as part-time "network coordinators", we can closely watch the dynamic on school BBS and major outside websites, participation discussion and interaction hot issues on the Internet, and achieve self-education and self-direction of college students. Another way is to develop a network
spokesman for public opinion as well as to establish a corresponding system. Whenever facing a crisis situation, the construction of the network spokesperson system, to a large extent, can begin to clarify the truth and to effectively resolve information asymmetry caused by misinterpretation or misunderstanding of the situation.

**Conclusion**

College Network public opinion is an extension of the social network public opinion, and as an important part of the latter, its orientation and development brings a great impact on the harmony and stability of schools and the healthy growth of college students. We must constantly innovate the management and strengthen the scientific supervision of college network public opinion. It is our goal to create a civilized and rational environment for network public opinion, to enhance the scientific level of ideological and political education, and to promote the comprehensive and healthy development of college students.

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**References**


