Internet Public Opinion and Ideological and Political Education for College Students

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Abstract

The 21st century is an era of continuous development of information technology and continuous improvement of the level of information technology development. The Internet occupies an important position and role in people's lives, and at the same time, it promotes the continuous change of people's ideological values and behavioral performance. Especially for college students with new ideas and fast acceptance of new things, the Internet is playing an irreplaceable role in their lives. Public opinion on the Internet has changed the way students recognize, and it has also changed the world view of college students, Outlook on life and values have brought challenges to the ideological and political education of college students, and also brought opportunities for further development and improvement. Based on the current situation of contemporary Internet public opinion and the development of college students 'ideological and political education work, this article puts forward how to do a good job of college students' ideological and political education work under contemporary Internet public opinion, which has certain reference significance.

Keywords

Internet public opinion; Ideology and politics; Education.

1. Introduction

Internet public opinion has become more and more important in the lives of college students. While opening the horizons of college students, it has also brought opportunities and challenges to college students' ideological and political work. As ideological and political workers in colleges and universities, we must recognize the situation, seize opportunities, and face challenges, so that we can do well and thoroughly the ideological and political work of college students. In general, the opportunities that online public opinion brings to the ideological and political work of college students are manifested in the following aspects:

2. Opportunities brought by Internet public opinion to college students' ideological and political work

2.1 Internet public opinion has increased the knowledge of college students, and has improved their ideological awareness and cultural quality

Under the premise that the development level of contemporary information technology is getting deeper, Internet public opinion is more and more affecting the life and social of contemporary college students. More and more college students are used to acquiring knowledge from the Internet instead of books and magazines. Due to the openness, extensiveness and depth of the Internet, Internet public opinion presents a variety of social life to college students. Through bbs forums, portals and other channels, college students can understand and understand society from a more comprehensive perspective. This greatly expands the perspectives of college students, allowing them to present

different characteristics from previous students in the height and breadth of their ideological understanding. They are more actively engaged in the discussion of social affairs, have a clearer understanding of social hot topics, and have their own independent cognition and thinking at the height and angle of looking at the problem. Public opinion on the Internet has opened a window for the contemporary college students to see the world, allowing them to reach a new level of consciousness and height.

2.2 Compared with traditional media, the characteristics of Internet public opinion itself have attracted the attention of college students and improved the efficiency of ideological and political work.

According to the survey, as of June 2008, the number of Chinese netizens has reached 253 million and is still growing rapidly. Among these netizens, netizens between the ages of 20 and 30 occupy the main body of the Internet, that is, college students are the main force of online life, and they play an important role in online life. This is due to the openness, equality, diversity, and convenience of the Internet. In the online world, everyone's identity is equal. Whether it is academics or ordinary students, they can pass the Internet. Use this platform to post your opinions and discuss with others. Therefore, carrying out ideological and political work through public opinion on the Internet, on the one hand, makes it easier and more convenient to carry out ideological and political work. Instead of holding special grade conferences and reading policy disciplines, as in the previous ideological and political work, you can use e-mail Wait for ways to carry out ideological and political work, and use the methods that college students are more enthusiastic about. On the other hand, it can also greatly improve the efficiency of ideological and political work and make it easier and more efficient to carry out ideological and political work.

3. Challenges of Internet Public Opinion to College Students' Ideological and Political Work

Although Internet public opinion has brought many opportunities and development for college students 'ideological and political work, and provided a convenient and fast way for the effective development of college students' ideological and political work, we must see that due to the complexity and diversity of the network itself In addition, public opinion on the Internet does not all have a favorable impact on the development of college students' ideological and political work. We must see such diversity. We must also see challenges as well as opportunities in order to make our work better. In general, the challenges faced by college students' ideological and political work in the context of online public opinion are as follows:

3.1 Internet public sentiment will not only bring an opinion expression platform to college students, but also bring about negative thoughts, which is not conducive to the healthy development of college students.

The identity of the subjects participating in online public opinion is complex. At the same time, due to the openness of the Internet, many people can express their opinions and opinions freely. Of course, there are many legitimate opinions and many hostile forces deliberately. For the few people who have intentions, the public opinions on the Internet are the best place for them to spread their bad opinions, and then affect and corrupt a group of people. Although college students are already adults, when facing these hostile and degenerate trends of thought, they will still be affected, which will change their original outlook on life and values to a certain extent, and let their thoughts degenerate. College students' ideological and political work brings certain difficulties and challenges.

3.2 Internet public opinion has brought challenges to the way of conducting ideological and political work for college students

Previously, the ideological and political work of college students was mainly based on cramming and passive teaching. Students' mechanical listening teachers educated them on ideological and political work. The way in which work was carried out was not interactive and two-way. In the context of

Internet public opinion, students are more and more involved in network interaction. Under the two-way network communication system, university students have increasingly formed active participation. The traditional method of duck-feeding and passive teaching has become More and more difficult to be accepted by college students. Therefore, in the context of online public opinion, how can teachers learn to incorporate the changes brought about by online public opinion into their own ideological and political work development methods in accordance with the development needs of online public opinion, and develop university students in active, two-way communication. Ideological and political education is a problem that teachers should focus on.

4. How to do a good job of ideological and political education for college students in response to Internet public opinion

Facing the challenges and opportunities brought by the Internet public opinion to the ideological and political education work of college students, ideological and political workers in colleges and universities should keep pace with the times, pioneer and innovate, and reform their own teaching ideas and teaching methods. Work better. Specifically, it should be carried out from the following aspects:

In an environment where college students 'subjective consciousness is getting stronger and stronger, ideological and political work must also comply with this development requirement. Teachers should pay attention to communication and exchange with students, focus on reflection and summary, focus on listening to students' voices, set up feedback mechanisms, and Carry out ideological and political work in equal communication, and incorporate students' opinions and needs into their work development plans. For example, grasp the students' thought trends through bbs of colleges and universities, and communicate with students through qq groups.

Aiming at the complexity and duality of the content caused by the complexity of the subject and the extensiveness of the communication in the Internet public opinion, teachers should pay special attention to the cultivation of the right and wrong discrimination ability of college students, pay attention to the improvement of the level of college students' ideological awareness, and help students lay the correct The concept of right and wrong, resolutely resist the attack of bad thoughts, and establish moral standards in the heart. Adhere to Mao Zedong Thought, the Important Thought of Three Represents, Deng Xiaoping Theory, and the core values of socialism of eight honors and eight shames as the main line of work, always pay attention to instill the correct outlook on life and values to guide the all-round development of college students.

5. Conclusion

Internet public opinion is an opportunity and challenge for ideological and political work of college students under the premise of the continuous development of contemporary information technology. We must face up to this challenge, seize work opportunities, and make college students' ideological work better.

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