Effectiveness of Ideological and Political Education in Colleges and Universities under the Outbreak of Internet Media

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ABSTRACT

Because of the diversity of network openness and network culture, health culture and decadent Western culture shock has a great impact on the value orientation, political attitude, personality, psychology and interpersonal aspects of college students, but also brings challenges to the content, mode and dominant of ideological and political education. This paper uses mathematical model to study the trend of ideological and political education in Colleges and universities in the information age. Firstly, the positive and negative influences of the network media environment on ideological and political education in Colleges and universities are analyzed, and specific countermeasures are given according to the negative influence, including: to increase the construction of the ideological and political education platform in campus network media and enhance the role the network media development in the work of ideological and political education in Colleges and universities; to construct the main line for the effectiveness development of College ideological and political education based on the network media platform; to give full play to the positive guiding role of the network media to the ideological and political education of college students, and make the network media maximize their advantages and promote the effectiveness of ideological and political education.

Keywords: Internet media, colleges and universities, ideological and political education, effectiveness

INTRODUCTION

The rapid development of Internet technology has greatly changed the way people live and work, and also profoundly affected people's world outlook, outlook on life and values. Colleges and universities are important bases for our socialist modernization builders and successors, while college students are the main group of Internet use (Alfred, 2016). Through the Internet, college students can learn about the cultures of different countries in the world. They can master the current events in the world and search for all kinds of knowledge they want to know. The Internet also brings new opportunities for ideological and political education in colleges and universities. Through the network, the content of ideological and political education in colleges and universities is more abundant, the means and methods are more modern and diverse, and the forms and contents are more attractive and effective. Ideological and political education workers are also more likely to understand the true ideological and psychological problems of college students (Broniatowski and Hilyard, 2016). However, open and diverse network environment, uneven in quality ideas, and network tumor challenge, bring some negative effects to the value orientation, political attitude, personality of college students, etc. At present, the ideological and political education in colleges and universities in China is facing the impact of Internet media. China's backward ideological and political education system and ideological and political education development in the ever-changing environment (Hua, 2016), largely hinder the effectiveness of college ideological and political education, thereby affecting the college students' healthy development (Carias et al., 2015). Only perfect the supervision system of the network media, improve media literacy, combine the ideological and political education with classroom education

Contribution of this paper to the literature

- Through experiment argumentation, 10 major causes to university students' crime are revealed, which provide theoretical and practical reference for prevention of university students' crime in the future.
- University students' psychologies statues are vulnerable to external factors, including family education, school education, social environment, etc. Therefore, family, school and social community should take joint effort to create healthy atmosphere, thus positively guiding university students' psychologies.
- This study provides several suggestions to release negative moods of university students, such as doing exercise, chatting with others. This study provides theoretical basis for university students to take self-regulation of mood.

in universities, apply the extensive and profound influence of the network media, can we improve the overall effectiveness development of China's colleges and universities ideological and political education, to cultivate the talent with moral qualities and scientific and cultural qualities for the country, and promote China's social progress and development (Cai et al., 2017).

REVIEW OF RESEARCH STATUS

Foreign Research Status

At present, there are few monographs about Ideological and political education in foreign countries, and few of them are ideological and political education. However, this does not mean that there is no ideological and political education in foreign countries, they are just different from those of China in the concepts, connotations and ways and methods adopted (Henao-Restrepo et al., 2015). As the ideological and political education in the United States, Europe and Russia and other countries and regions are basically in the patriotic education, citizenship education, moral education, value education, legal education, religious education etc., the research way and method are adopted in the different ways of recessive education (Merler et al., 2015). In the book "Review of the Frontier of Western's Humanities and Social Sciences", a detailed study on the development of American education theory, and the challenges and trends of American ideological and political education in recent years and the main measures are proposed (Lin, 2015; Liu, Shen, 2015). The study levels mainly have network philosophy level, level of network technology and network management theory and practice; the main research topics are the problem of moral responsibility under the network environment, the intellectual property issues of information technology under the network environment, the issue of network security, cyber crime and hacker problem (Rau, 2015).

Domestic Research Status

The network is a "double-edged sword", which provides both new opportunities and severe challenges for the ideological and political education in Colleges and universities (Terranella et al., 2016). Zhang Yaocan and Zheng Yongting believe that the development of mass media provides more wide technical means space for the ideological and political education, which has obvious advantages; on the other hand, it also brings great challenges, the Internet information is still dominated by western capitalist countries. Li Decai and Li Fan think that the network culture innovates the new environment of ideological and political education, network technology improves the effectiveness of Ideological and political education work, and the network environment changes the relationship between the subject and the object of the ideological and political education; challenges are mainly as follows: through the network, western capitalist ideology and culture bring the impact on the control force of socialist ideology, and poor life and values have a negative influence on college students' ideological and moral and legal consciousness (Wang et al., 2016a).

METHODS

The rational use of network media can promote the further development of the effectiveness of higher education in China (Wang et al., 2016b). Ideological and political education in colleges and universities is an important part of higher education in China, which directly affects the success of higher education and the quality of education. In the face of the rise of Internet media, China's ideological and political education workers should adjust the working mode, perfect mechanism, and use the network media platform to promote the reform and development of College ideological and political education effectiveness (Wang, 2015; Yang, 2015).

Table 1. Effect of network media explosion on ideological and political education in colleges and universities

Variable	Coefficient	Std.Error	t-StatisticProb.	Std.Errort
c	0.0792	0.0523	2.4356	0.0115
PSA_i	0.4685	0.0657	4.7558	0.0181
$PT_{i,t}$	0.4577	0.1003	2.4326	0.0000
R2	0.4414	F-statistic	6.2162	
Durbin-Watsonsta	1.7352			

The impact of network media explosion on the effectiveness of Ideological and political education in colleges and universities is an implicit relationship. This "implicit relationship" brings some difficulties to the collection of data. The prediction model of network media explosion degree is as follows:

$$PSA_i = PC_i \cdot SE_i \tag{1}$$

In the model, PSA_i is the outbreak degree of network media, and PC_i is the judgment variable with or without network influence. If the ideological and political education in colleges and universities is affected by the outbreak of network media, $PC_i = 1$, otherwise $PC_i = 0$. SE_i is the variable of network media outbreak degree, according to the outbreak degree of network media and colleges' ideological and political education properties, the five rating evaluation value is determined.

The main idea of Dechow and Dichev model is the linear estimation of the degree of impact. The impact of network media explosion on ideological and political education in colleges and universities can be expressed as DD model:

$$\Delta WC_{i,t} = \alpha_0 + \alpha_1 CFO_{i,t-1} + \alpha_2 CFO_{i,t} \\ + \alpha_3 CFO_{i,t+1} + \varepsilon \tag{2}$$

In the previous model, $\Delta WC_{i,t}$ indicates the impact degree of ideological and political education in colleges and universities; $CFO_{i,t-1}$, $CFO_{i,t}$ and $CFO_{i,t+1}$ represent the media quantitative proportion of the t-l, t and t+1 sample respectively.

The research model of the impact of model media explosion on the effectiveness of ideological and political education in colleges and universities is as follows:

In this study, the actual performance of ideological and political education in colleges and universities is taken as the dependent variable, and the outbreak degree of network media is taken as independent variable.

$$\Delta WC_{i,t} = \beta_0 + \beta_1 PSA_{i,t} + \beta_2 PT_{i,t} + \beta_3 Industry_{i,t} + \vartheta \tag{3}$$

Where, $\Delta WC_{i,t}$ is the influence degree of ideological and political education in colleges and universities. $PSA_{i,t}$ is the outbreak degree of network media; $PT_{i,t}$ is ideological and political education in colleges and universities; $Industry_{i,t}$ is industry dummy variable. β_0 is a constant term, β_i is a variable coefficient, and ϑ is a random interference term. The robustness of the above model is tested, and the results are shown in **Table 1**.

Table 1 shows that the positive influence of the network media explosion on the ideological and political education is significant, but there are also negative factors. In order to improve the high effectiveness of ideological and political education in colleges and universities, it should take measures to actively resist the negative effect.

RESULTS

Impact of Media Explosion on the Effectiveness of Ideological and Political Education in Colleges and Universities

Positive impact. The popularity and development of network media have promoted the effectiveness of ideological and political education in colleges and universities. The development of network media combine with the ideological and political education in colleges and universities to make the environment of higher education more open, so as to enhance the interactivity between teachers and students in education. At the same time, the media platform makes that university students' dating pattern has undergone profound changes, the communication barriers of college students and social are relieved. The interaction between students and society will be further improved, and it will help the communication and understanding between teachers and students, and improve the effectiveness of ideological and political education in colleges and universities.

Network media provides a new platform for the effectiveness of ideological and political education in colleges and universities. In addition to college students can get information by network media platform, they can also exchange information by network, and achieve the effective use of information resources. At the same time for the workers of ideological and political education, network media provides a new interactive, communication and

education platform, and make more in-depth understanding and learning between teachers and students (Zhu et al., 2017).

Network media provides more abundant ideological and political education resources for the development of ideological and political education in colleges and universities. When the traditional media and new media are integrated, mutually impacted, and entered into the life of college students, it provides great convenience for college students' life and learning. The communication between teachers and students is the main line, learning from each other is the channel for college ideological and political education development. The network media can be a subtle combination of the relationship between the two, and enable students to use the network media happily in a relaxed atmosphere of communication to do ideological and political learning.

Negative impact. The emergence of Internet media has weakened the dominant position of ideological and political education in colleges and universities. In the process of ideological and political education in colleges and universities, teachers and students are equal in status. In order to realize the effectiveness of ideological and political education, the authority of ideological and political educators must be guaranteed. However, the network media information capacity is large, the students cannot meet the teachers' didactic ideological and political education, which make ideological and political education workers' authority is greatly challenged, reducing the communication effects of ideological and political education in colleges.

The popularity of network media has impacted the effectiveness of ideological and political education in colleges and universities. The rapid development of network media has enhanced the freedom of network information dissemination, and also inevitably received information content which is not conducive to the development of their own physical and mental health, and the communication concept and life concept of ideological and political educators. For a long time, it will not only affect the effectiveness of ideological and political education in colleges and universities, but will even eliminate the effect of ideological and political education in the past, and reduce the effectiveness of ideological and political education in colleges and universities.

Countermeasures Based on the Double Influence of Network Media on the Effectiveness of Ideological and Political Education in Colleges and Universities

At present, most of the laws and regulations promulgated by the state are focused on network management, security and other aspects, and there is not much for the effectiveness of the network media and university education. Faced with this situation, first of all, countries must improve the regulatory system of campus network media look far ahead from a high plane, to create a cleaner network environment for college students; secondly, universities should strengthen the management of campus network, make the students in a relatively favorable network environment of ideological and political knowledge learning. In the university classroom, the media literacy is widely introduced to deepen the students' knowledge of media knowledge, and help guide students to make proper use of online media. In the face of the good and bad mixed information in the network, we can correctly judge and make the correct choice which is conducive to the healthy development of the mind and body and is conducive to the effectiveness of ideological and political education.

Integration of campus network media resources can achieve a reasonable combination of campus network media and publicity education. Ideological and political education can be spread in the form of comprehensive utilization of information network media changing, to change the past monotonous and boring teaching mode, and the rational use of the campus network media resources will implement the development effectiveness of ideological and political education. Universities can also strengthen the construction of ideological and political education platform of campus network media, and strengthen the role of network media in ideological and political education development.

DISCUSSION

Network media is an important symbol of the progress and development of the times. It has a great influence on the life and study of college students. Ideological and political education plays an important role in the system of higher education in China. Internet media can increase the speed of information dissemination, and further expand the amount of information dissemination. Under the guidance of the network media, the content of information is rich and colorful, and the scope of information dissemination is even wider. In addition, the rapid development of Internet media breaks the restrictions in time and space for college students to obtain information. However, the complex information dissemination environment in network media, also will have the many disadvantageous influence to the university student's ideological and political education development. First of all, in the network communication process, all kinds of pornography, violence and false information will seriously affect the ideological and political education of college students. Secondly, college students are curious about the age of the outside world, while the rise and development of Internet media have created convenient conditions for them. In the context of its lack of self-control, it is easy to indulge in the illusory cyberspace, not only wasting its

precious youth, but also confusing the virtual network space with the real society. In the long run, students will be left behind in their studies, even suffer from autism, depression, violence and other morbid psychology, which is not conducive to the ideological and political education in colleges and universities. Finally, all kinds of information in the network media are uneven in quality, and the teaching contents of college ideological and political conflict, to make university students have a negative conflict with the heart, which is not conducive to the ideological and political education work in colleges and universities smoothly.

CONCLUSION

As the most important link in the development of the whole education system, under the influence of the network media, the speed of the ideological and political education information in the university is more carefree, and it is convenient for the ideological exchange and cultural exploration between the teachers and students. The network media can not only improve the backward traditional education mode, but also broaden the vision of college students to a certain extent. Students can express their views on the state of the ideological and political education through the network media, can also talk about their own views on the ideological and political education through the network media platform. In extensive discussion, it helps students to establish a correct concept, and improve the ideological and political quality of college students.

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