Analysis of Ideological and Political Education in Colleges and Universities based on “Micro-Platform”

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ABSTRACT

With the development of new media, WeChat gradually becomes the communication tool that is most used by college students, which also pushes "micro-platform" to develop. As the medium to spread ideology and culture, "Micro-platform" has gradually become one of the new media for China's college students to obtain information with the development of mobile Internet technology. In this context, study on the ideological and political education work path and other related issues "micro-platform" is conducive to give full play to the micro-platform in the ideological and political education work, strengthen the campus mainstream cultural and ideological positions, and develop the campus culture in universities. Through questionnaire survey and random interviews with students in Wuhan University of Technology, this survey report analyzed the data about the university ideological and political education based on the "micro-platform" with an example of Wuhan University of Technology. On this basis, many existing problems of the "micro-platform" are found in the ideological and political education: the content of official accounts is highly repeatable; the interoperability with other online and offline media content of Communist Youth League Committee and the Communist Youth League is not strong; interaction with students is insufficient and lacks channels for publicity effect feedback. According to the existing problems, this report also puts forward with measures and development ideas of extending the depth and breadth of the official account content, enhancing both the online and offline interaction of "micro-platform" with the university’s or the school’s media, and establishing publicity feedback channel.

KEYWORDS

Micro-platform, college communist youth league, publicity.

INTRODUCTION

Micro-platform, referred to as the WeChat official account platform which has gradually evolved into a new way of communication and lifestyle of college students in this article. Micro-platforms are popular among today's young people by their rapid spread, a wide range of recipients and the avant-garde content.
In January 2015, Tencent Penguin Intelligence released "The First Data Research Report on WeChat Platform ". From January 2011 to now, WeChat has passed four years. The users are becoming younger in average age, with nearly half of the users are under 26; among them students are one of the four most using groups. The WeChat team published "2016 WeChat Data Report" in the 2017 WeChat open class PRO. The report showed that the daily registered users reached 768 million, with an increase of 35% over the same period of last year. We can see that WeChat as a tool is gradually being endorsed by more and more people. With the development of mobile Internet technology, "micro-platform" has gradually become one of the new media for college students to acquire new information.

At the same time, the new media based on WeChat provide a more convenient channel for college students' ideological exchange and information sharing. However, due to the latent risk factors of the network, more severe challenges are also added to the management of ideological and political education in colleges and universities. In 2015, the Recommendations for the 13th Five-Year Plan for Economic and Social Development put forward the "strengthening the construction of cyber ideological and cultural positions". As important ideological and political education organizations, colleges and universities bear the important task of the college students' ideological and cultural construction. Taking Wuhan University of Technology as an example, this paper uses questionnaire survey and random interviews with the 2013-2016 undergraduate students about their use of WeChat, and use and cognition of the university’s official account, trying to find the existing problems and improvement measures of the "micro-platform" in ideological and political education in colleges and universities so as to make the "micro-platform" play a positive role in ideological and political education of colleges and universities, strengthen the campus mainstream culture and ideology positions, and continue to promote the development of university campus culture.

ANALYSIS OF QUESTIONNAIRE DATA OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON "MICRO - PLATFORM"

The survey received a total of 2504 valid questionnaires, and such a large amount of questionnaire data can be more clearly on behalf of the students’ real thoughts. The questionnaire setting mainly includes three aspects of the students’ cognition and use of WeChat, the attention and cognition of the school’s official account, suggestions and hopes, forming the following analysis by acquisition of date.

Analysis of cognition and use of Wechat

From the following three tables we can see that while asked to choose only two social media, the school students mainly choose QQ and WeChat, respectively accounting for 95.25%, 60.54%. It can be seen that the influence of WeChat in the student group is big, and the study of its role in the ideological and political education work has practical value and operability. At the same time, the number of Wechat Official Account currently concerned presents equal among students, and for the time being no student does not concern any WeChat Official Account. Secondly, according
to the data in Fig. 3 We can conclude that the length of time for students to read the Wechat Official Account daily push content is slightly shorter and the proportion of students whose reading length is more than one hour is small.

**Analysis of the attention and cognition to the Wechat Official Account of the school**

From the following figures, we can see that the reason of students paying attention to the Wechat Official Account of the school is mainly the recommendation of others, directly leading to the situation that students’ interaction with it is weak. In addition, while students are reading the WeChat Official Account of the school, they incline to read the information related to themselves, and titles and illustrations are the main factors attracting them to read. More importantly, students generally believe that the WeChat Official Account of the school has a certain degree of influence on their views on a certain thing and is an important way for them to accept ideological and political education in colleges and universities, which undoubtedly reflects the necessity and practical operability of micro-platform represented by WeChat Official Accounts in the ideological and political education.
ANALYSIS OF THE PROBLEMS IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON "MICRO-PLATFORM"

The high repeatability of contents about campus scenery or others in the Wechat Official Account is not conducive to the highlight of its educational role.

From the network selected results of students' questionnaire survey and research group, the contents on the campus scenery in the WeChat Official Account of the school are highly repetitive. Analysis of the school's official "micro-platform" for two consecutive weeks (April 16, 2019 - April 29) shows that it releases one push every day with a total of 14. And the pushes "Which percent of the students in Wuhan University of Technology do you belong to?", "If the time could turn back, I wanted to date with you", "measure the rapport between you and Xiao Wei", "Close your eyes and quietly feel the taste of the Yu area " seem to have different themes, centering around the campus scenery or the things happening around students. However, four articles with similar content in fourteen pushes indicate a high repeatability, which may reduce the attraction to students. At the same time, the Wechat Official Account, for the school students, should not just play the role as a
propaganda path, but also give ideological education to students through the content of the push. Repetition of the campus scenery and other content, to a certain extent, can strengthen the students’ love for the school, but is not conducive to highlighting the education propaganda purpose of other content of the Wechat Official Account.

**The interoperability with other online and offline media content of Communist Youth League Committee and the Communist Youth League is not strong, and the linkage effect is weak.**

Through the analysis of "the main channels that the students think of as getting the ideological and political education of the school” (Figure 9), the information about relevant activities of the ideological and political education of the school is mainly spread through the Wechat Official Account, and the largest proportion of the students obtain information from college teachers’ notice. The information communication route of the "the University - the Communist Youth League Committee of the Faculty- Student League Members" is obviously more convenient, but it may provoke antipathy among students against mandatory activities. Therefore, it would be a better publicity option if the university combines different publicity channels with promotion from teachers. However, the interoperability of all kinds of online and offline media push content of the school is not strong. In recent years, "The Top Ten Singers of the University” selection activity has showed tendency to interconnect school radio station, the WeChat Official Account, the official microblog of the school, and the new media of the college, but this is only developed in several large-scale activities. For other daily activities, the new media co-push is still not achieved, resulting in the weak power of the activities’ overall propaganda.

**The Wechat Official Account has little interaction with students and lack publicity effect feedback channels**

From the analysis of "interaction between students and the WeChat Official Account of the school" (Figure 7) and the "influence of the school WeChat Official Account on the students’ views "(Figure 8), the school’s official "micro-platform" has little interaction with students. At the same time, whether it has impact on the students and the extent of the impact of such content cannot be temporarily accessed effectively. At present, the school's official "micro-platform" is still a communicator. As the number of operation staff of "micro-platform" background is large and the online time is not fixed, the students as the audience only read the content of the push with only a small number of them will write comments. On the whole, the two sides lack interaction. As the communicator, the WeChat Official Account lacks the feedback channel of the propaganda effect, and cannot get the student's feedback about the effect of the propaganda through the platform. Therefore, as the main path of students’ ideological and political education, the WeChat Official Account cannot understand the real thinking of students through the platform cannot find the most suitable method to achieve the desired ideological and political education effect.
THE DEVELOPMENTAL IDEAS BASED ON THE PROBLEMS IN THE "MICRO-PLATFORM" AS THE IDEOLOGICAL AND POLITICAL EDUCATION PATH.

Enhance the depth and breadth of the content of the WeChat Official Account to highlight the education function of the platform

On the one hand, as for the depth of the content of the WeChat Official Account, students not only need the delivery of the superficial message, but also want to get an analysis of an event, especially that of hot issues in the society. Sticking to the right position, the content of official "micro-platform" of universities and colleges can make a deep analysis of the event and guide the students’ ideology; the WeChat Official Account should avoid the repetition of the push, especially in a certain period of time, to reduce the fatigue phenomenon during the publicity process. On the other hand, as for the breadth of the content of the push, it is necessary for the WeChat Official Account to use all kinds of excellent and typical campus culture to guide students’ thinking. At present, based on the students’ feedback, the WeChat Official Account of schools can increase the content of entrepreneurship and employment information, cutting-edge dynamic state of the professional development and social information. While showing the dissemination of "micro-platform", the "micro-platform" should show its role in guiding students’ thinking and highlight its educational function.

Strengthen the online and offline exchanges and interaction between the "micro-platform" and the media of the school or faculty, and strengthen the publicity effect

The interaction between the official "micro-platform" and the university-level and faculty-level media should be strengthened. First, the communication and interaction among the various types of news pushes can make the news circulate between the university-level media and faculty-level media to get more attention. Secondly, the operation experience, the success and confusing problems should be exchanged to overcome difficulties and achieve common development. While the various media interact with each other and work together, the promotion of college teachers to students should be sought to make the publicity show the vitality of the university campus.

Strengthen communication with students and establish feedback channels

At present, the interaction with students through the "micro-platform" is relatively more complicated compared with the direct interaction of WeChat, QQ, so it may be not easy for students to accept. At the same time, the operators of the Youth League Committee pushes are mainly students. However, the students have to follow the school requirements in the operation process, so they do not have a good understanding of the favorite content of students. As a result, the content is always high-end. In order to gain a better understanding of the students' ideological trends, "micro-platform" operators should use more ways to strengthen communication with students. They may use interviews, random interviews, questionnaires and other forms to establish a daily communication and feedback
channel with students, understand the preferences and tendencies of students and feel the students’ acceptance of the information and their changes, so that they can produce more scientific and excellent pushes like by students.

CONCLUSION

Strengthening the ideological and political education work of colleges and universities based on "micro-platform" can help promote the propaganda function of the Communist Youth League Committee and strengthen the ideological and political education function of "micro-platform". This paper takes Wuhan University of Technology as an example and analyzes the data of the propaganda of the Communist Youth League Committee by means of the Wechat Official Account. On that basis, many existing problems of the "micro-platform" are found in the ideological and political education: the repetition of content such as the campus scenery is high, which is not conducive to the highlighting of it educational function; the interoperability with other online and offline media content of Communist Youth League Committee and the Communist Youth League is not strong; interaction with students is insufficient and lacks channels for publicity effect feedback. Through the survey analysis, measures and developmental ideas are put forward: enhance the depth and breadth of the content of the WeChat Official Account to highlight the education function of the platform; strengthen the online and offline exchanges and interaction between the "micro-platform" and the media of the school or faculty, and strengthen the publicity effect; strengthen communication with students and establish feedback channels. Through the solution of the problems, it is expected that the existing problems can be further solved, making the ideological and political education in colleges and universities based on the "micro-platform" better serve the ideological and political education.

REFERENCES