Education Problems and Countermeasures Optimization of Political 
Education in Colleges and Universities under the Background of 
Three Micro Network Platforms 

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Abstract 
In recent years, the development of network technology and mobile information technology has broadened the connotation and extension of traditional media, expanded channels and ways of interpersonal communication, and enriched the contacts and boundaries in the field of ideological communication. These three micro media, micro-blog, WeChat and micro video, are widely used. In the process of the ideological and political education of college students, it brings not only the change of communication means, but also the innovation of educational ideas and contents. Under the background of micro-blog, WeChat and micro video, the related theories of College Students' Ideological and political education are explored. On this basis, the present situation of ideological and political education of college students under the background of “three micro-platform” is investigated. The problems in ideological and political education of college students are found, and we put forward some countermeasures.

Key words: Three micro platform, ideological and political education, college students 

1. INTRODUCTION 
At the end of 2015, China's Internet penetration rate has reached 50.3%, the number of Internet users has reached 688 million, and the mobile phone users have reached 620 million (Qin, 2016). In recent years, with the development of digital technology, human society has entered a new era of information. The ideological and political education is also inevitably affected by the storm of information technology, showing a new trend of development. The "three micro platform" provides a new opportunity for the ideological and political education of college students. It also brings new challenges to the ideological and political education of college students. Therefore, under the background of "three micro platform", the ideological and political education of college students has become an important research content. The ideological and political education of college students is the main content of cultivating students’ correct outlook on life, world outlook, morality and values. It is closely related to individual accomplishment, professional quality and career development. The content, form and approach of Ideological and political education of college students are closely related to their social environment and educational information background. 

From the perspective of social background, the study of "three micro platform" in the context of Ideological and political education of college students meets the requirements of the digital era (Jingxi, 2014). From the perspective of educators, the ideological and political education of college students under the background of "three micro - platform" is in line with the inherent requirements of the development of college students. From the perspective of the development of education, the ideological and political education of college students under the background of "three micro" platform is in line with the fundamental requirement of the innovation of teaching methods. Therefore, under the background of "three micro platform", it is of theoretical significance to study ideological and political education of college students. It has an important influence on the improvement of college Students' Ideological and political quality, the establishment of value orientation and the formation of moral concept. In addition, it provides a new path for the ideological and political education of college students in the new media age. The topic selection has certain practical significance.

In foreign countries, there are a lot of research on micro-blog and micro video, while the research on WeChat is less. These documents do not take the micro-blog, WeChat, and micro video systems as a whole to study. The research results of micro media have been widely translated into the fields of communication, sociology and politics. However, there are few related literatures on Ideological and political education from the perspective of micro media represented by micro-blog, WeChat and micro video. At home, there is no research on the three micro platform. Only Li Yun and QiuShudong mentioned the “three micro” era in their paper, but they did not mention the three micro platform. Therefore, under the background of the three micro-platform, the research of Ideological and political education of college students has great exploration space. In addition, there is still no research on the three micro platform and the ideological and political education of college students. Some scholars have selected micro-blog, WeChat, micro video and other single media from the perspective of Ideological and political education to explore and study. From the perspective of Internet, new media, micro culture and communication, it has made theoretical and practical exploration for the research of
this subject. Some scholars have reflected and summarized the present situation of ideological and political education. The above research has not systematically and comprehensively studied the topic of "three micro platform and college students' ideological and political education". However, from different aspects, it provides a certain theoretical basis and practical basis for the study of this topic. Li Lin's article "new way of expanding network ideological and political education through new media of micro-blog" analyzes the characteristics of micro-blog, and puts forward a new way to expand ideological and political education through micro-blog. The impact of WeChat on the ideological and political education in colleges and universities, which was written by HaoQun, clearly points out the role of WeChat in the ideological and political education of college students. Based on the theory of transmission and acceptance, ZhengHewu explores the relationship between two-way interaction. From the actual situation of colleges and universities, XiongJia has analyzed and studied the influence of Internet public opinion on the ideological and political education in Colleges and universities. This has provided a concrete path for the establishment of the socialist core values of College students.

2. THEORIES

2.1 The Meaning of "Three Micro Platform"

"Three micro platform" refers to the use of micro-blog, WeChat, micro-video and other digital technology to describe the same theme of integrated information dissemination platform. Micro-blog's information content is capped at 140 characters. WeChat text messages are 70 Chinese characters, and the voice does not exceed 60 seconds. Micro video time is 30 seconds to 20 minutes. Therefore, the "three micro platform" has the characteristics of miniaturization of communication content. The wide application of 4G technology has realized the rapid dissemination and real-time dissemination of information. It lowers the economic threshold for micro-blog, WeChat, micro-video production and dissemination (Yu, 2017). Therefore, the "three micro platform" has the characteristics of timeliness. The creation of micro-blog, WeChat, micro-video can not only rely on fixed equipment such as computers, but also can be achieved by using mobile media, which does not rigidly adhere to the time and space distance. Therefore, the "three micro-platform" has the characteristics of the infinite space of communication. Three micro-platform has a strong interactive effect. "Three micro-platform" can not only ensure that the emphasis on the individual as the center, but also timely access to outside information. Such an open system will form a continuous interaction of information benign interaction, so that both sides of the information reception are always in the active state of information reception. Therefore, the "three micro-platform" has the characteristics of communication mode of interaction. Stanley Milgram, a professor of psychology at Harvard University, told us that the two strangers can get in touch with up to six people. This shows that there is a weak link in society. In the traditional sense, information dissemination is the communication space of individual point to point, while the "three micro platform" places the individual in a huge communication network, making it a node in this information network. In fact, it expands the spread of plane information into a three-dimensional network of mass communication, and each individual makes a strong connection with others through this platform. Therefore, the "three micro-platform" has the characteristics of the general subject of transmission.

2.2 The Connotation of College Students' Ideological and Political Education

Ideological and political education means that certain classes have a purposeful influence on their members with certain ideas, so that they form social practice that conforms to the ideological and moral requirements of the class. The purpose of ideological and political education is to help people to form the ideological and moral character. Ideological and political education is aimed at improving the comprehensive strength of college students and the all-round development of individuals. The contemporary college students are a generation full of enthusiasm and personality. They are full of hope for life, and they are the most active group of information transmission. The emotional expression needs of college students are the most intense, and the communication and communication demands are very urgent. They have certain independent thinking ability and the ability to explore and judge things. The contemporary college students are a generation full of confidence and sense of responsibility. They are curious about the society, and are the most active group. The college students hope to integrate into the society as soon as possible, and to fulfill the practice of theoretical knowledge by participating in social affairs, so as to obtain the affirmation of individual value from the outside world and the self. They have a strong sense of social role participation. In the way of life, college students are a unique group. The relatively loose living environment in universities and the relatively independent arrangement of courses have enabled college students to lead an unprecedented campus life. According to different living habits, different hobbies and different principles of making friends, they form independent small groups. Today's society is a multicultural society. As a product of openness, democracy and progress, multi culture is bound to bring a strong shock to the students in the intensive period of information reception, the transition period of individual life and the sensitive period of reality. In real life, they not only have a high exclusion of interests, but also the pursuit of material and pragmatic. All this has created the complexity of the ideological state of college students.
2.3 The Necessity of Carrying Out Ideological and Political Education of College Students by Using "Three Micro Platform"

From the point of view of supply platform, most of our current mainstream media have already established their own "three micro platform". The "three micro platforms" of government enterprises and colleges and universities are becoming more and more perfect. The total number of micro-blog in China's media has exceeded 110 thousand. From the transmission speed of the platform, the "three micro platform" users are related to each other. A piece of information can be forwarded hundreds of times with this platform. From the point of view of the audience, more and more people rely on "three micro platform" to obtain information. They use the "three micro" channels to communicate. The college students have become the main force of using "three micro platform". Young people have a variety of ways of getting information. The use of "three micro platforms" has brought about changes in technology, interpersonal communication, lifestyle and mode of thinking. For the ideological and political education of college students, it conforms to the trend of the times and changes in the educational model. As an extension of human senses, the three-dimensional trend of media communication is very obvious. Each individual is not only a communication node, but also an object of information dissemination. For the ideological and political education of college students, the "three micro platform" is an inevitable change in the educational model. The combination of "three micro - platform" and ideological and political education of college students is the deep integration of ideological and political education and humanistic care. Therefore, the use of "three micro-platform" media advantages, we can innovate the ideological and political education model of college students, which meet the inherent requirements of the development of college students. The impacts of micro-media on college students are shown in Figure 1.

![Figure 1. The impacts of micro-media on college students](image)

The miniaturization of the contents of the three micro-platform conforms to the characteristics of college students' activity. Compared with the middle school students, college students have more opportunities to reach a wider range of information and objects. College students have a certain degree of professional competence and practical ability. They expect to be recognized and understood. The curiosity of society and the judgment of the self make them eager to join in social practice. The information content of "three micro platforms" is close to life, and the right of speech is equal. With the help of the "three micro platform", college students can achieve the intention of interfering with social, political and economic life. "Three micro platforms" satisfy their need to express their views independently. Taking the "three micro platform" as the media, students can contact the outside world through WeChat, micro-blog and micro video. The communication space of "three micro platforms" has unlimited characteristics, which conforms to the lifestyle of College students. The diversity of the ideological background of college students needs to break through the traditional ideological and political education. "Three micro platform" can help college students face the real life, take a correct view of practical problems, set up a correct outlook on life, world outlook and values, and achieve better educational results. The subject of the "three micro platform" is extensive, which conforms to the complexity of the ideological behavior of college students (McGuire, 2016). The decentralization of college students has stripped the internal connection between the two sides of education information transmission. This objectively affects the effect of ideological and political education, and is not conducive to communication between teachers and students. "Three micro platform" established a comprehensive three-dimensional network organization management model. The timeliness of communication also improves the efficiency of college students' organization and management. The integration function of "Three micro platform" will play a powerful platform
role. Therefore, under the background of “three micro platform”, the ideological and political education of college students conforms to the inherent requirements of optimizing the organization and management model of College students (Wang, 2014). The main information sources of college students are shown in Figure 2.

![Figure 2. The main information sources of college students](image)

### 3. METHODOLOGY

#### 3.1 Lack of Awareness of the Importance of “Three Micro Platforms”

“Three micro platform” is a comprehensive platform which emerged under the development of digital technology. It is the combination of "WeChat", "micro-blog" and "micro video". From the perspective of the university, the use of microblogging, WeChat and video is no longer strange. The data show that more than 1,000 colleges and universities have opened the school level of official microblogging. About 40% of the domestic colleges and universities have opened the official microblogging, and the various types of school students in the number of microblogging groups is as much as 13,000. College students are the main group using micro-blog, WeChat and micro video (Zhou, 2015). However, college students regard micro-blog, WeChat and micro video as objects respectively. They take a one-sided view of the three micro platform. With the emergence of modern digital technology, “three micro platform” is a new thing. The development of “three micro platforms” in universities is still in its infancy.

![Figure 3. The reasons for college students’ using micro-media](image)

The application of the "three micro platform" media to the ideological and political education of college students is almost a blind spot of education, which fully reflects the insufficient attention to the ideological and political education in Colleges and universities. 94.96% of college students have opened micro-blog, WeChat and micro video, and only 5.04% of them have not yet been used. This data shows that “three micro platform” in contemporary college students have a strong demand for reality. From the micro-blog point of view, in all colleges and universities across the country, there have been 7.4% colleges and universities “official micro-
blog” fans more than one hundred thousand people, but there are nearly 15% of the University official micro-blog less than 10 thousand people (Ning, 2016).There is little educational information content in Colleges and universities, and there is no interaction between the two sides of education in micro-blog.Micro-blog is in name only.The fundamental reason is that the school's "three micro platform" attention is not enough.56.64% of college students believe that three micro media have an impact on their outlook on life and values, which shows that the construction of "three micro platform" is necessary (Lin, 2016).However, in educational practice, the effect of "three micro" platform has not been paid enough attention by universities.The reasons for college students’ using micro-media is shown in Figure 3.

3.2 Lack of Practice of "Three Micro Platforms"

The elements of the ideological and political education include the following four parts: the purpose of education, the educator, the educatee and the content of the education.At present, the ideological and political education of college students has neglected all the elements in the process of education, which leads to a sense of burnout.In the practice of education, the deep-rooted idea of examination oriented education makes the ideological and political education focus too much on the construction of the theory, and has a low degree of combination with the life of College students (Wang, 2016).Political overtones make some college students regard ideological and political education as an empty slogan. They behave numb or even rebellious.It separates the relationship between the ideological and political quality of college students and the study of professional knowledge, which leads to the lack of understanding and recognition of Ideological and political education among college students.The purpose of Ideological and political education for college students is to make them conform to the ideology and morality required by a certain society, which is beyond doubt. In addition, we should see that society is made up of people, and the object of education is emotional and ideological college students. The ideological and political education of college students cannot ignore the concern of individuals.From the current situation of ideological and political education, most colleges and universities confined college students ideological and political education goals to the political value, which overruled its political function, but ignored the college students’ personal moral cultivation (QIU, 2014).Most colleges and universities only emphasize the responsibility of the individual as an educator to the society, but neglect the reasonable demands of the students for the legitimate interests of the individual. The ideological and political education of college students is devoted to the social value, and the ideological and political teaching is divorced from reality. In the long run, it is difficult to achieve the purpose of ideological and political education.As far as educators are concerned, in the current ideological and political teaching of college students, the absolute subject status of teachers restricts the communication between teachers and students.

3.3 Imperfect Operation Management

At present, many institutions of higher learning have gradually established the “three micro platform”, which has taken the first step in the ideological and political education reform.In specific practice, the “three micro platform” has a prototype. However, due to the lack of corresponding operational guarantee mechanism, it has not produced very good d influence in teaching practice."Three micro platform” is an advanced digital technology platform. From the point of view of the development and maintenance of colleges and universities, it is necessary to continue to invest in special funds."Three micro platform” is the ideological and political education information content platform. It needs professional ideological and political educators to do theoretical support.At the same time, "three micro platform” is also a professional technical platform, which needs professional new media technology workers to do technical support (Xiaohua, 2014).In the current actual work, the team that maintains “three micro platforms” is mostly composed of teachers of Ideological and political education and student cadres.In this team, the personnel who grasp the ideological and political professional knowledge and skilled use of "three micro" media technology are rare.Student cadres also have a superficial understanding of the content of Ideological and political education. Due to academic pressure, they cannot guarantee the devotion to the platform from time.As a result, the news on the three micro platform lacks timeliness and richness.Simple copying leads to a sense of disregard for the content of Ideological and political education in “three micro platforms”. College students have a high utilization rate of three micro media. With the growth of grade, the dependence increases, which shows that the content of "three micro platform" will directly affect the effect of Ideological and political education. The focus of College Students’ entertainment life information shows the poverty and emptiness in the spiritual field of contemporary college students. The existing ideological and political education lacks the guidance mechanism for content. College students have a large demand for three micro media information. Many college students open three micro media in order to receive and publish information (Lin, 2014). The forwarding quantity of some false or even reactionary information increases geometrically. The relevant legal protection mechanism has not yet fully formed, which greatly tests our ability to respond to online public opinion.

4. COUNTERMEASURES
4.1 The Change of Idea
The application of "three micro platform" in the ideological and political education of college students, in essence, is the integration of micro-blog, WeChat and micro video in the same space-time dimension. In practice, the three media should be integrated in all directions. The superior power of a single media turns into the common cooperation ability of multimedia, so as to serve the content of ideological and political education and serve the purpose of ideological and political education. Three micro platform allows students to accept threedimensional, comprehensive information stimulus, which enhances the effect of ideological and political education of College students. Ideological and political education should keep up with the development of technology, and actively adapt to the progress of digital technology. Colleges and universities should gradually open three micro-platform. The positive guidance creates a good atmosphere of public opinion for the "three micro - platform" in the use of ideological and political education. The use of micro-blog, WeChat and micro video in college students' ideological and political education is very unbalanced. The frequency of micro-blog and WeChat is very high, but the application of micro video in education is very scarce. In fact, the impact of micro video cannot be underestimated. Colleges and universities should make full use of the advantages of micro-blog, WeChat and micro video media, especially the vivid image of micro video, in order to serve ideological and political education in Colleges and universities, and to improve the effectiveness of ideological and political education. Finally, universities should rationally plan and guide the three micro platforms of various departments from the macro level, so as to make it under the "three micro-platform" of the school. The school's "three micro-platform" should strengthen the relationship with the "three micro-platform" of the faculty. All three micro-platforms in the school should do their best and work together. The effect of three micro platforms is emphasized.

4.2 The Enhancement of Educational Ideas in Practical Application
"Three micro platform" should not only provide relevant information in the ideological and political fields, but also provide the latest information and trends in the fields of culture, art, science and technology. From the form of educational information, traditional education should be combined with micro-blog, WeChat and micro video. "Three micro platform" is a new carrier of ideological and political education and communication among college students. Educators play a variety of roles in this virtual space. Education communication has realized the normalization of the subject's information interaction, and dialogue and consultation between the subjects of equal rights have broken the two opposition situation in the mass media era. As a humanities and social disciplines, ideological and political needs to be exchanged and discussed. Three micro platform broke the traditional mode of interpersonal communication, and removed the barriers between the host and the guest. Teachers can push ideological and political education information systematically through micro-blog, WeChat and micro video, so as to implement the teaching purpose. Teachers can serve as listeners and pay attention to students' thoughts and emotions from the perspective of students. The college students are no longer just passively receiving information, but they can also select useful information from vast amounts of information. Students use micro-blog, WeChat, and micro video to participate in the creation of information, actively release information, and achieve self-education. The diversity and participation of information sources stimulate the initiative of students. In the context of the "three micro platform", each college student can share his feelings, emotions, opinions and opinions at any time and place. In interactive learning, the component of autonomous learning is very large. It conforms to the characteristics of individual learning as the main part of college students, and enhances their initiative in learning and exploring the unknown world. The college students are different from senior high school students, and they have certain independent learning ability. Under the background of three micro platform, the ideological and political learning of college students is no longer confined to the classroom. It not only keeps the long-term effect of the learning mechanism, but also conforms to the characteristics of college students' independence and flexibility in their study life. Learning has become relaxed and orderly, which meets the needs of college students for real-time information.

4.3 Establishment of Operation Guarantee Mechanism
At the macro level, the government continues to strengthen network construction and reduce network tariffs. It not only reduces the economic burden of college students using three micro platforms, but also gives policy support to the construction of three micro platforms in Colleges and universities. The colleges and universities should establish a professional team of three micro platforms. Ideological and political education emphasizes the internalization of the educated under the influence of external information. In this process, the individual influence of the educator is very important. In the "three micro-platform", this is particularly prominent. Through the use of "three micro-platform", the school set up a bridge of ideological communication with college students, and spread ideological and political education ideas. Good campus culture will influence students' ideological level, political quality and spiritual outlook imperceptibly. On the one hand, in the "three
micro platform” background, ideological and political education of college students should build a good style of study. On the other hand, the ideological and political education of college students should make use of the traditional media means such as campus official websites, school broadcasting stations and the fusion power of three micro platforms, so as to promote the formation of campus culture. Finally, under the background of “three micro platform”, the ideological and political education of college students should take advantage of each school’s professional characteristics to optimize the formation of campus culture. In a word, the ideological and political education information permeates the campus culture, so as to give full play to the content guidance mechanism of "three micro platforms".

5. CONCLUSIONS

The research on the ideological and political education of College Students under the background of “three micro platform” is helpful to further expand the carrier theory of Ideological and political education. It can develop and enrich the traditional ideological and political education theory. At the same time, some improved countermeasures are put forward. At present, the research on "three micro platform" is very deficient, and the result of the impact on Ideological and political education of college students is even rarer. The research of this topic has made some exploration in this area. "Three micro" media is a new technology, and "three micro-platform" is a new concept. This article is based on a large number of literature. However, due to the lack of first-hand information, especially the lack of foreign literature, the depth and breadth of the study still need to be improved. Three micro-platform has a lot of room for development. Therefore, it is of great practical significance to study the ideological and political education of university students under the background of “three micro-platform”, which is good for the ideological and political education of college students for a long period of time.

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