A Model Research on Internet Ideological and Political Work in Colleges and Universities under the Background of New Media

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Abstract

New media is a medium form that builds on digital information technology and subverts the traditional form under the background of the high development of information technology. New media contains numerous forms of media, including not only digital traditional media, but also the Internet, mobile terminals, digital TVs, digital newspapers and the like. Compared with the traditional media, new media has more efficient information dissemination and wider audience and plays an important role in promoting the ideological and political work in colleges and universities. Due to the openness, virtual nature and other features of new media, numerous law breakers take advantage of new media to spread false information or misconceptions, which produces a negative impact on the ideological health of college students. For this purpose, in the ideological and political work of college and university, how to give play to the significance of new media and face the challenges brought by the development of new media has become the the key focus for ideological and political education workers.

Keywords: New Media, Ideological and Political Education, Internet.

1. RESEARCH OVERVIEW

1.1 Research background

In the context of the rapid development of new media, the discourse power of the society has been reconstructed and the age of mass media has arrived. Contemporary college students pay more attention to voice their inner feelings and express their own views. Consequently, new media gradually penetrates into the daily life and learning of college students, becomes a major channel for them to learn and access information, exerts a subtle influence on students’ ideological and political concepts, and brings opportunities and challenges to ideological and political work in colleges and universities. As the brain of a nation, colleges and universities are the central places for a variety of cultural exchanges and conflicts. How to carry out ideological and political education (IPE) for college students through new media and resist various false information and erroneous thoughts such as money worship and hedonism in the new media has become the key and difficult point of ideological and political work in colleges and universities. Therefore, in the current social environment, IPE workers should attach sufficient emphasis to new media and face the influence of new media on college IPE, so as to take effective measures to promote the continuous development of college IPE.

1.2 Literature review

As of June 2017, the number of Internet users in China reached 751 million with a total of 19.2 million Internet users newly added in six months and a six-month increase of 2.7%. Internet penetration rate was 54.3%, showing an increase of 1.1 percentage points from the end of 2016. The digital technology represented by the Internet is speeding up its in-depth integration with various fields of economy and society and has become an important driving force for promoting consumption upgrade, transforming economic society and building a new competitive edge in China. In the meantime, the popularization and development of the Internet have also driven forward the development of new media. For example, in new media such as Weibo, Post Bar, and WeChat public platforms, the number of active users is increasing day by day, and the amount of information is also expanding, which provides an audience base for the new-media-based college IPE (Wang and Dai, 2013). The swift progress of new media exerts a far-reaching impact on students’ ideological health and political orientation. On the one hand, the Internet enjoys rapid development while its legislative work experiences relatively slow progress and numerous shortcomings and gaps. On the other hand, the Internet is featured with openness, virtualization, etc., and network monitoring and prevention hold great difficulty. For this purpose, new media inevitably produces a variety of false
information or misconceptions, which requires colleges and universities to clarify rumours in time, provide students with the correct IPE, and maintain students’ ideological health and correct political tendencies by conducting online ideological and political activities (Qu and Xu, 2013). The development of new media has a certain effect on college students’ way of communication, learning methods and ways of thinking and subtly changes students’ tendency to value judgments. To this end, under the background of new media, it is necessary to strengthen the utilization of new media and occupy the essence of IPE in new media so as to carry out more comprehensive IPE for students. The following principles should be followed in IPE: democratic equality, positive education, stability, pertinence, timeliness, counselling, innovation, etc. (Pei et al., 2013).

2. AN AHP-BASED QUALITY ASSESSMENT ON IDEOLOGICAL AND POLITICAL WORK IN COLLEGES

The quality of ideological and political work in colleges and universities is influenced by numerous factors. Among them, analytic hierarchy process (AHP), proposed by Satyr, an operation strategist in the 1970s, is an analytical method combining qualitative analysis and quantitative analysis. Its basic idea is to break a complicated target down into countless small targets, to make these small targets generate different levels, categories and owner-member relationships, and to calculate the results of single and total hierarchical arrangement through certain methods (Wu and Chen, 2013). This method first proposed to construct several small targets of a complicated target into a judgment matrix and to derive its maximum eigenvalue and the corresponding eigenvector W. After normalization, the weight of a certain small target to that of the overall target can be obtained.

2.1 Construct judgment indexes

Figure 1 illustrates the model for AHP evaluation index system.

Figure 1. Index Model of Evaluation Index System

2.2 Construct a judgment matrix

The judgment matrix is mainly applied to compare the influencing factors of the same level and to present the comparison result with numerical values after determining the levels and membership function of the small targets. The results are denoted according to the scale of 1 to 9. Specifically, 1 means that two indexes are equally important; 3 represents where one index is slightly more important than the other index; 5 is adopted when one index is significantly more important than the other one; 7 refers to that one index is strongly more important than the other one; 9 means that one index is extremely more important than the other one (Li et al., 2010); 2, 4, 6 and 8 stand for the level of importance between these two indexes. Indexes at the same level can be expressed by the judgment matrix \( A = a_ij \), and its matrix model is indicated in Table 1:

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B1</th>
<th>B2</th>
<th>B3</th>
<th>...</th>
<th>Bn</th>
</tr>
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<tbody>
<tr>
<td>B1</td>
<td>B11</td>
<td>B12</td>
<td>B13</td>
<td>...</td>
<td>B1n</td>
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<td>B2</td>
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<td>B23</td>
<td>...</td>
<td>B2n</td>
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<tr>
<td>B3</td>
<td>B31</td>
<td>B32</td>
<td>B33</td>
<td>...</td>
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<tr>
<td>Bn</td>
<td>Bn1</td>
<td>Bn2</td>
<td>Bn3</td>
<td>...</td>
<td>Bnn</td>
<td></td>
</tr>
</tbody>
</table>
2.3 Weight calculation and consistency test

Through the above matrix, we can compare any two different influencing factors at the same level and then calculate the weight of the matrix. It is assumed that the largest eigenvalue is $\lambda_{\text{max}}$, and the eigenvector obtained after normalization is $W=\{w_{1}, w_{2}, w_{3}, ..., w_{n}\}$. Therefore, the eigenvector is $W=\{w_{1}, w_{2}, w_{3}, ..., w_{n}\}$, which is also the eigenvector of the corresponding element (Zeng and Li, 2016). The calculation steps are as follows:

The first step is to compare the result of every two influencing factors in the judgment matrix and to calculate the product value of each line. The formula is indicated below:

$$\prod_{i=1}^{n} a_{ij} \ (i = 1, 2, 3L)$$

(1)

Subsequently, extraction operation was conducted on the result of the above formula, and its formula is as follows:

$$\bar{w}_{i} = \sqrt[n]{\prod_{j=1}^{n} a_{ij}}$$

(2)

Then, the result of extraction operation was normalized and the formula is:

$$w_{i} = \frac{\bar{w}_{i}}{\sum_{j=1}^{n} \bar{w}_{j}} \ W = [w_{1}, w_{2}, w_{3}, ..., w_{n}]^{T}$$

(3)

The result was the final desired vector (Yang and Liu, 2016). In the end, in order to verify the rationality of the results obtained, the consistency test was required and the specific steps are as follows:

First, calculate the consistency index, CI. The formula is as below:

$$CI = \frac{\lambda_{\text{max}}-n}{n-1}$$

(4)

where $n$ represents the order of judgment matrix. The solution still needs to obtain the value of RI, which is shown in Table 2:

<table>
<thead>
<tr>
<th>Order number</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
<th>11</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>RI</td>
<td>0.00</td>
<td>0.00</td>
<td>0.58</td>
<td>0.90</td>
<td>1.12</td>
<td>1.24</td>
<td>1.32</td>
<td>1.41</td>
<td>1.45</td>
<td>1.49</td>
<td>1.52</td>
<td>1.54</td>
</tr>
</tbody>
</table>

After obtaining the consistency indexes, CI and RI, the following formula was applied:

$$CR = \frac{CI}{RI}$$

(5)

Specifically, CR≤0.1 proves a higher accuracy of the results, which can better reflect the quality of ideological and political work in colleges and universities. However, if CR>0.1, a large error of the results is indicated, and its conclusion is difficult to reflect the level of ideological and political work in colleges and universities. Recalculations are needed until CR≤0.1 (Chen et al., 2016).

3. THE IMPACT OF NEW MEDIA ON IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES

In order to understand the impact of new media on the ideological and political work in colleges and universities, this study investigates students from five universities in a certain area by means of completing the questionnaire on the spot. A total of 500 questionnaires were distributed, of which 482 were valid. The effective rate was 96.4%.

3.1 Distribution of surveyed population
The distribution of the grade and the number of surveyed students is indicated in Figure 2:

![Figure 2. Specific Distribution of Respondents](image)

Among the main respondents in this study, 32% of them are freshmen; 35% of them are sophomores; juniors account for 26%; seniors constitute 7%. The main reason for the relatively large different proportion of the respondents is that freshmen and sophomores have a shorter enrollment time and a greater enthusiasm for the activities. However, juniors experience employment or postgraduate pressure and spend most of the time studying and less time participating in activities. Most seniors have already taken internships and fewer students stay at campus (Song et al., 2016).

### 3.2 College students’ usage time distribution of new media

Figure 3 indicates the time distribution of college students using new media:

![Figure 3. Time Statistics of College Students Using New Media Every Day](image)

Based on this figure, 12% of the students spend more than 6 hours a day in new media; 20.4% of the students spend 3 to 6 hours each day in new media; 52.2% of the students spend 1 to 3 hours on new media every day; 12% of the students spend less than an hour every day on new media; only 3.1% of the students never use new media. Among them, students who spend more than 6 hours a day in new media overuse new media, which is likely to negatively influence their normal learning and life, and teachers need to pay close attention to them. The majority of the students have a satisfactory control over new media, and the percentage of 3.1% indicates the tremendous influence of new media in colleges and universities (Xiao et al., 2014).

### 3.3 The application mode of new media

The statistical chart of students’ application mode of new media is indicated in Figure 4:
College students use numerous types of new media, of which, 62.2% of the students often watch all kinds of videos; 50.1% of the students obtain relevant information from various web portals; 79.5% of the students use QQ, MSN and other social softwares for communication; 55.6% of the students frequently use mobile phones to browse and exchange information. This also shows that new media mainly adopted by students include QQ, WeChat and mobile terminals. To this end, colleges and universities can carry out ideological and political work through these channels (Chen and Zhou, 2014).

3.4 The application of new media on college students

Students’ application of new media is illustrated in Figure 5:

Based on the analysis on the graph, 36.8% of the students apply new media to meet their entertainment and leisure needs; 30.2% of the students are more willing to chat with each other in new media; 15.3% of the students mainly use new media for current events to narrow their distance with the society; 14.7% of the students primarily adopt new media to make use of their vast learning resources to meet their own learning needs; 3% of the students use new media for other purposes. It is indicated that, as far as college students are concerned, new media is mainly employed for entertainment rather than learning. Thus, in the ideological and political work, the entertainment element of the discourse and related resources should be guaranteed to avoid the negative effect made by the overly blunt and rigid language on student IPE (Rao, 2014).

3.5 The impact of new media on college students’ learning life

Figure 6 demonstrates the impact of new media on college students’ learning life.
As indicated by the figure above, 8.3% of the students think that new media serves a helpful role to their own learning life; 15.7% of the students believe that there is a certain conflict between new media and the normal study life; 20.9% of the students consider that new media does not affect the normal learning life; 55.1% of the students think that new media will influence their normal learning life, but with a relatively limited impact (Bi and Fu, 2015).

On this basis, it is indicated that nowadays new media has made an in-depth integration with college students, and has exerted a considerable impact on their daily study and life. Students’ application of new media shows a diversified and mature direction of development. Effective and rich college students after-school life plays a vital role in the recreational activities and interpersonal relationship of college students. Meanwhile, new media, as a tool for learning knowledge, can have a comprehensive and far-reaching effect on students. To this end, how to guide students to correctly employ new media has also become the main problem facing the current ideological and political work in colleges and universities.

4. REFORM APPROACH OF COLLEGE IPE UNDER THE BACKGROUND OF NEW MEDIA

4.1 Strengthen fundamental design and construction of new media

I ideological and political work in colleges and universities should be based on the websites of school education, and the core position of IPE should be constructed. Therefore, colleges and universities should strengthen the construction of campus network, take campus network as the platform of ideological and political work and also the main place to study Marxism theory, actively propagate the correct ideological and political concepts, promptly refute slanders circulating on the Internet, and minimize the impact of new media on students’ ideological and political concepts. In the meantime, the contents pushed by the campus network should be integrated with the actual life of college students so as to avoid the problem that IPE derivates from the practice and to effectively improve the level of college IPE (Yu, 2011).

4.2 Construct an IPE system based on official accounts of Weibo and WeChat

Nowadays, Weibo and WeChat have become the main ways for students to use new media. Colleges and universities can set up official accounts of Weibo and WeChat. On the one hand, colleges should actively push forward information on school-related activities, management, policies, etc. and provide students with contents of practical significance. On the other hand, colleges should infiltrate IPE in activities and teaching and regularly post information of the famous historical figures in China and share their outstanding achievements so as to exert a subtle influence on the ideological and political concepts of students. In addition, well-known professors, counsellors, student groups and other parties should be actively encouraged to open public Weibo or WeChat platforms and should regularly share relevant information in the field of work, thereby achieving the goal of improving the level of college IPE.

4.3 Establish a professional management team

A key issue for colleges to take advantage of new media in their ideological and political work is the lack of professionals in managing new media. For this purpose, it is necessary to increase the recruitment of new media professionals and counsellors in the post of ideological and political work.
management experts. At the same time, experts and scholars in the industry should be invited to discuss new media’s development status, future trends and application strategies in college IPE through forums and lectures, thereby effectively boosting the work performance of new media management team. On the one hand, colleges can screen the information in the campus network more effectively, disseminate rumours in time, carry out the IPE for students and strangle the wrong ideas in the cradle. On the other hand, colleges also need to conduct routine maintenance on the campus network to ensure its smooth operation. In the campus network, the new media management team should emphasize on occupying the commanding height of campus public opinion, actively conduct ideological and political work, and consequently play an important role in promoting students’ overall development of comprehensive qualities (Xie and Peng, 2011).

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