Innovation of Ideological and Political Work in Colleges and Universities under New Media Environment Relying On Short Video Recommendation Model

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Abstract. Nowadays, the new media technology represented by the Internet has been outstanding in the work of ideological politics in colleges and universities, which has an important impact on the work in colleges and universities. Short video technology is becoming very popular in the society. It has gradually become one of the entertainment ways of contemporary undergraduates. When ideological and political work is carried out in colleges and universities in the new media environment, the short video recommendation model is combined with the characteristics of new media to put forward innovative ideas of the work of ideological politics in colleges and universities. This paper summarizes the development of short video and analyzes the Countermeasures of Ideological and political work innovation in colleges and Universities in the new media environment.

Keywords: Short video, New media, Ideological politics

1. Introduction
Due to the personalization and interaction of new media, its industry is undergoing a new change. Therefore, the society is forming a new concept of consumption and culture[1]. New media technology gradually changes people's way of life and work. It has a wonderful impact on the work of ideological politics in colleges and universities. However, with the change of contemporary college students' thoughts, the work of colleges and universities should be reformed completely[2].

The technology of short video is the product of new media technology, which uses the means of rapid information dissemination to change young people's ideas and learning mode. In the environment of new media technology, colleges can use short video technology to reform and innovate their work[3]. This will have a great impact and challenge on the field of education. It will make a great contribution to the innovation of university work.
2. The progress of the technology of short videos
The technology of short video originated from the Internet era. After a period of rapid development, it has become popular in our society[4]. It plays an essential role in the fields of life, travel, medicine and education and so on. Nowadays, the content of short video has made new progress in the way of production and content dissemination.

2.1. Creative content of short video
The production and manufacture of short video is simple and easy, which leads many people to create their own short video for publication[5]. A large number of short video works appeared, including many aspects of work and life in the period. Although there are many short videos, a few of them have good quality. After that, professional PGC production mode appeared. It creates short videos with various types, specialization and scale[6]. In a word, the emergence of professional production mode provides a strong impetus for the development of short videos.

2.2. Content dissemination of short videos
The appearance of short video platform attracts many people with creative dreams. Therefore, the emergence of creation platform leads to the emergence of many short videos. However, the vulgar culture in its content has seriously affected the physical and mental health of teenagers. After the rectification of short video content, people find that the publishing of platform video is more difficult than before. Nevertheless, many people still publish their favorite works on the creation platform. Generally speaking, short video content is developing towards a good trend under the influence of external and internal policies.

2.3. Integration of short video content and scientific technology
With the rapid development of short video industry, people gradually integrate modern technology and short video content to create quirky works. Their favorite technology includes: UAV shooting, VR technology and 3D technology. In addition, many people put short video technology into animation and film production. This way brings a good visual experience to the audience who like multimedia technology.

3. Three challenges of new media short video technology to the work of ideological politics of colleges and universities

3.1. The challenges brought by the personalized characteristics of short videos
Short video platform has the characteristics of personalization and interaction under the media environment. It satiates the entertainment needs of modern college students. They can show their talents and dreams and improve their self-confidence through the short video platform. However, the short video platform is also a double-edged sword. Contemporary college students' outlook on life, values and the world is still in the process of maturity. Their cognition and understanding of many things are very one-sided, and they are easily affected by the negative information in the short video content. This is a great challenge for the ideological and political work in the short video technology environment of colleges and universities.
3.2. Challenges brought by the interactivity of short videos
The transmission of media information has two-way and interactive characteristics. Everyone in the short video platform is the transmitter of information, and they are also the receiver of information. The interaction of short video technology enhances the interest of information, which can make the audience have fun. However, it will also lead college students to lose themselves. How to guide college students to keep rational and restrict themselves has obviously become a challenge of the work of ideological politics in colleges and universities in the process of using short video technology.

3.3. Challenges brought by the rapidity of short videos
The content of short video communication is rich and colorful, and it involves wide fields. In addition, short video content spread rapidly. College students can get information anytime through their mobile phones, computers and other electronic devices. The convenience of short videos can’t be ignored. In the aspect of ideological and political work in colleges and universities, this kind of influence will greatly challenge the traditional education methods. How to guide the work smoothly is a major challenge for colleges when the speed of informational transmission cannot be mastered.

4. Advantages of new media short video technology in the work of ideological politics in Colleges and Universities

4.1. Short video technology can enhance the efficiency of university work
The personalized performance of short videos can show college students' value orientation, character representation and psychological status. This way can make teachers more easily and directly grasp the current situation of students' life. Generally speaking, short video technology can provide college workers with an opportunity to fully understand college students. This is an advantage of promoting ideological and political work in colleges and universities.

4.2. Short video technology provides a new channel for ideological and political work in colleges and universities
For ideological and political workers in Colleges and universities, the most difficult problem is undoubtedly the communication and exchange with college students. Traditional emotional exchange between teachers and students is based on face-to-face contact, which has the disadvantages of time limitation and low veracity. These shortcomings lead to unsatisfactory communication between teachers and students. Short video technology can indirectly communicate with college students through its interaction (see Table 1). College workers can guide students to maintain physical and mental health and guide their professional courses through short videos. This is an opportunity to provide new channels for efficient work.

| Option      | Subtotal | Proportion |
|-------------|----------|------------|
| Excellent   | 25       | 5%         |
| Good        | 120      | 26%        |
| Secondary   | 252      | 43%        |
| Poor        | 147      | 26%        |

Table 1. Investigation on the effect of new media courseware
4.3. **Short video technology provides a new vision for university work**

For the ideological and political workers, the anonymity of short video can more truly grasp the ideological dynamics of college students. Teachers can more easily find the difficulties and problems in college students' study and life. This way provides a new vision of university work and helps workers determine the future direction of ideological and political work.

5. **The countermeasures of new media short video technology for university work innovation**

5.1. **Teachers should accurately grasp the characteristics of short video and build a learning team**

College workers should master the advantages of short video technology and abandon its disadvantages. Teachers should be the collectors of students' information and the publishers of important information (see Table 2). They should try their best to build a culture of study style and an ideological and political team.

| Option                                | Agree | Commonly | Disagree |
|---------------------------------------|-------|----------|----------|
| Short video has many advantages       | 13%   | 42%      | 45%      |
| Short video is better than others     | 10    | 35%      | 55%      |
| We should develop short video         | 20%   | 42%      | 38%      |

5.2. **Teachers should use short video technology to build excellent network culture on colleges**

As we all know, there are many vulgar cultures in the short video content. In the process of building campus culture, teachers should use short video technology to guide students away from vulgar culture and help students to build their own excellent network culture.

5.3. **Teachers should innovate the ideological and political work continuously through short video technology**

The idea is the direction of human behavior, it is the embodiment of social development. Ideological and political workers should learn to innovate the short video technology after finding its advantages in their work innovation. This will help the continuous improvement of university work.

6. **Conclusion**

Obviously, short video technology has become a main channel to master the thoughts of undergraduates. Its application has many advantages under the process of the work of ideological politics of colleges and universities, but it also has many disadvantages. Therefore, teachers should adapt to the development trend of short video technology and master the initiative of ideological and political work. This way is the most powerful motivation for the innovation and development of university work.

**Acknowledgement**

Key projects of Humanities and Social Sciences in Anhui Province 《A study on the construction of "three integrity education" system in Higher Vocational Colleges with the cultivation of craftsman spirit as the core》 (SK2019A0976).
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