Research on the Innovation and Integrated Development of College Ideological and Political Work Based on Short Video Recommendation Model

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Abstract. While enriching the life of college students, they also bring some negative effects; short videos are widely welcomed by people because of their rich content and diverse shooting methods. This paper analyses the positive and negative effects of short video era on ideological and political education, and proposes ideological and political teaching strategies. The arrival of short video is a double-edged sword for counselors to carry out ideological and political education for college students. This paper analyzes the opportunities and challenges of short video to carry out ideological and political education for college students, actively explores the construction of short video recommendation model, and seeks the work path of ideological and political education for college students.

Keywords: Short video, Recommendation model, Ideological and political work in universities, Innovative development

1. Introduction
Short video provides a rare opportunity and unlimited development space for us to strengthen and improve ideological and political education in colleges and universities at present, and also brings great challenges and many unknown problems for us to do a good job in ideological and political education for college students[1]. College counselors must firmly grasp the development opportunity of the short video, positive change ideas, enhanced its short video and the depth of the ideological and political education in colleges integration development.

Survey data show that the short video is a double-edged sword, filled with all sorts of information make the ideological and political education opportunities and challenges coexist.

2. Positive and negative effects of the era of short videos on ideological and political education
2.1. Build the positive influence of the short video recommendation model

In the era of the short video, users' attention is short and the video is time-efficient. The short video is based on user demand, and it is updated in real time around social hot spots[2]. The user stickiness is strengthened, and the short video achieves better dissemination effect[3]. Ideological and political education can get more attention if it makes use of the advantages of short videos and combines with social hot spots, so that students can get the continuous ideological and political education in the way of real-time updates.

The short video platform is aimed at young people. The rich operation mode of short video APP is more in line with the psychology of young people, and it is easy to get the recognition of young people. Under the new media communication situation, the audio and video content is very rich and more interesting[4]. Interesting videos can get a lot of thumb up and attention, and the form of topic participation also meets the actual needs of users. DouYin APP collects videos, images, music and other forms, and users can record their lives on their mobile phones at any time, with good operability.

2.2. The negative effects of constructing a short video recommendation model

As a public platform, short video platform has a large coverage, and everyone can upload videos. As a result, many "web celebrity" upload flaunt wealth videos, which has a bad influence on college students' thinking. For example, DouYin "web celebrity" uploads lipstick evaluation video to promote materialistic values[5]. College students are not firm in their will, are influenced by the video, and pursue material enjoyment. Since they do not have the ability to make money, they consume the living expenses given by their parents[6]. Some students who are not firm in their thoughts and are influenced by vanity will choose to buy online loans when they buy goods that exceed their own burden, which not only brings heavy economic burden to themselves and their families, but also makes it difficult to repay the online loans, leading to social events[7]. Influenced by luxury materialism, college students gradually put their energy on the material, ignoring the enrichment of the spiritual world.

![Figure 1](image)

**Figure 1.** The application status of short video recommendation model in China and western countries

As shown in FIG. 1, the era of short videos has created a large number of "web celebrities", and "web celebrity" has the ability of quick realization, attracting the attention of college students. For
example, the pregnancy video recorded by minors on KuaiBao APP has received a lot of clicks and attention. These people walk on the edge of crime and upload negative videos to public platforms.

3. Effective countermeasures for ideological and political education in colleges and universities in the era of short videos

3.1. Strengthen the supervision of short videos

Government departments should improve the laws and regulations governing short video platforms, clean up video content that violates moral standards, and build a healthy and positive network environment. As shown in figure 2, colleges and universities also need to introduce big data technology, supervise the campus network, respond to the policy call of government departments, manage the network environment, and provide positive and healthy cyberspace for students.

![Figure 2. Application of short video recommendation model in political work in universities](image)

College students political education teachers use a variety of ways to understand trends, focus on student learning outcomes, timely communication with students, maintain constant communication, ensure that students abnormal behavior when the contact can be timely detection and of the teachers and students. For example, teachers try to use new media platform and short video software to understand what students are concerned about, analyze students' interests and hobbies, and understand students' ideological trends.

3.2. Make full use of short videos as educational means to assist ideological and political education

Nowadays, college students often use short video apps, such as DouYin, to master social information. Teachers can make full use of short video apps to assist ideological and political education. Students make short videos with homework as the goal and finish the homework in a group. The group form is conducive, stimulating students' spirit of inquiry, and enabling students to realize ideological and political study in entertainment. At the same time, colleges should assume the responsibility of supervision and use big data technology and hardware equipment to manage students' network usage. For example, the campus wireless network is provided for a limited time, and the Internet is cut off at 23:00 to ensure adequate sleep and prevent students from being addicted to the Internet. At the same time, college students have their own ideas on the innovative development of ideological work in universities:
Figure 3. Analysis of college students’ recognition of short video fusion political work

From the above picture, 37% of the students expressed their understanding and support, it can be seen that short video "web media" has diversified features, and ideological and political teachers in universities can use this advantage to design ideological and political teaching works and expand the influence of ideological and political work. On the short video platform, teachers can establish ideological and political education related topics, set up iconic labels, create higher heat, and let students actively pay attention to and participate in the discussion. For example, the teacher set up the topic of "dormitory life" on the short video APP, and the teacher took the lead in uploading short daily videos from his own office, so as to encourage students to upload short videos of their dormitory life. By using the topic to enhance the participation of students. By recording dormitory videos, students pay more and more attention to dormitory culture and life, and are influenced by health values.

4. Conclusion
The era of short video brings positive influence to ideological and political education with strong timeliness, strong interactivity, rich content and improvement of students' interest. At the same time, it also has the negative influence of spreading bad values such as extravagance and waste and forming a "web celebrity" atmosphere that likes eating and doing nothing. The ideological educators in colleges and universities need to take effective countermeasures, teachers should make full use of the short video as a means of education supplementary education, using the short video platform to spread health values, makes good use of short video APP to build interactive mechanism, timely grasp the student thought.

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