Innovation of Hidden Ideological and Political Education Path of College Students from the Perspective of New Media

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Abstract. As for the education of college students, we should make full use of the advantages of educational resources of new media technology. This paper aims to study the innovative path of college students hidden ideological and political (IAP) education from the perspective of new media. First of all, this paper conducts theoretical research on new media and recessive IAP education, and then expounds the feasibility, feasibility, and innovation path of developing and using new media resources in recessive IAP education in colleges. Finally, the random survey of students, according to the questionnaire, statistical data. Experimental results show that 32.47% of college students frequently use new media technology, 51.8% use it occasionally, and 15.73% never use it. In addition, 91.92% of 693 college students thought that recessive IAP education was needed; 7.36% thought it could be tried; 0.72% thought it was unnecessary. From this we can see that the hidden IAP education of college students has generally received the attention of students. Colleges should adopt the form of implicit education that students are willing to accept.

Keywords: Recessive politics, IAP Education, College students, New Media Era

1. Introduction
New media has had an important impact on college students behaviors, ideology and values. College students ideological behavior is complex and changeable, and their subjective consciousness is constantly increasing, which puts forward higher requirements for IAP education. As a beneficial supplement to the dominant IAP education, the characteristics of the implicit IAP education, such as the indirect way of education, the implicit content, the diversity of carrier selection, and the permanence of educational effect, can better meet the needs of the change of students ideology. Many IAP educators have found a new perspective and a new hope, which is to rely on social practice activities, to teach in the United States, to teach in the fun. Under the premise of accurately grasping new media and recessive IAP education, we can grasp its advantages and characteristics, and study how to integrate new media and recessive IAP education in both content and form. Recessive IAP education has its own characteristics and advantages. It influences its behavior and thoughts imperceptibly through various ways that students like to hear and see. The whole human life has undergone tremendous changes, but the IAP education hidden behind it is a "double-edged sword". Under the new situation, colleges should strengthen the development and utilization of new media.
resources in recessive IAP education.

In Monica Figueras Maz's research, we can see that young people score low in other media literacy dimensions except for the technical dimension, that is, they have technical and production skills, but lack other equally important skills such as aesthetics. For most young people, life is not simply two parts, online and offline, but a continuation of each of them and society or academia. Among them, tablets and mobile devices are the main channels for their personal interaction and social interaction. From this we introduce new media into the classroom, which helps to eliminate the gap between individual and collective, rational and emotional, classroom and extra-curricular daily life. In addition, mobile devices are considered a cultural tool, which is of great significance for changing the structure of social and cultural practices and other areas of life, and universities are an important part of it. We can make full use of the characteristics of new technologies and new communications, namely team collaboration, continuous learning, online collaboration, multi-modal communication, etc. [1].

The innovation of this article is that, the innovative path of implicit IAP education of students is studied, which solves the problem of lack of effectiveness and pertinence of related research to a certain extent. The further promotion of China has played a promoting role. Based on a large number of related studies, this article conducts a more in-depth and systematic research on the background of new media and recessive IAP education in colleges. It finds the importance of new media to recessive IAP education in colleges, and proposes the corresponding needs of college students Recessive IAP education.

2. Proposed Method

2.1 Implicit IAP Education

Scholars' previous research on recessive IAP education has focused on its commonality with IAP education, lacking its personality characteristics, that is, recessiveness, so this article pays more attention to its "recessive" characteristics [2].

Since recessive IAP education exists outside the special activities of IAP education, it is "non-professional", which is opposite to "special activities of IAP education" (i.e. explicit IAP Education). Its teaching content, teaching purpose, teaching method and even teaching effect are hidden and recessive, which does not mean that the educatee has hidden and recessive influence on the IAP education department in a state of complete unconsciousness [3].

2.2 The Feasibility of Developing and Utilizing New Media Resources in The Hidden IAP Education in colleges

Recessive IAP education is a kind of practical activity form of "non-specialization" and "otherness". It integrates various new media resources and hides educational content in various well-designed new media forms [4-5]. The development and utilization of new media resources to carry out hidden IAP education can fully mobilize the enthusiasm of college students and realize the inner unity of IAP education and the "people-oriented" concept in a loose, free and open environment [6-7].

2.3 The Possibility of Developing and Utilizing New Media Resources in The Hidden IAP Education in colleges

The openness and virtuality of new media can meet the life and latent recessiveness of Recessive IAP education. New media has the characteristics of not being affected by time and space, thus creating conditions for the development of hidden IAP education in colleges [8-9]. The new media combines the goals of IAP education in colleges with the lives of college students, and has strong concealment and life [10].
3. Experiments

3.1 Questionnaire Design

In order to further explore the recessive IAP education of students in the new media era under the current situation, a questionnaire survey was conducted in this paper, entitled "Recessive IAP education of students. The results of the questionnaire survey have a certain data base. Through this survey, we can understand how the contemporary college students view the new media technology, and understand the impact of the new media technology on Students life, learning, thinking and behavior, and analyze the advantages and disadvantages of the impact. And from the questionnaire to understand the attitude of college students to the hidden IAP education and the current situation of using new media technology to carry out the hidden education in colleges, as well as the difficulties and challenges of carrying out the hidden IAP education of students, which provides scientific and real data support for the innovation of the hidden IAP education path of college students in the new media perspective.

3.2 Experimental Data Set

This questionnaire survey covers a university, B University, C University, d university freshmen to senior students, and a small number of graduates. Through WeChat, Weibo, and QQ, we collected 693 valid questionnaires from the above students, and conducted data collection and random survey analysis.

4. Discussion

4.1 College Students Attitude towards IAP Education in colleges

In the era of new media, it is necessary to understand the attitude of contemporary college students towards IAP education. According to the survey results, 13.42% of college students are very satisfied with IAP education in colleges, 43.29% are satisfied, 37.52% are slightly satisfied, and 5.77% are not satisfied, as shown in Figure 1.

![Figure 1. Are you satisfied with the course of IAP education in Colleges](image-url)

According to statistics, the education methods that have the best effect on the IAP education of students. Only 36.55% of them think that the IAP education courses are effective; 68.54% of them think that they are conducting campus activities and social practice activities; 70.27% of them think that university teachers should change Teaching methods, more communication with students; 72.73% of people believe that education should be guided by hotspots and network events.

Based on the survey of students ‘satisfaction with IAP education and the best educational method
for IAP education, we have reached the following conclusions: Students can only reach basic satisfactory IAP education in universities, which is mainly due to the rejection of clear thinking Political education courses, but surveys show that college students believe that the best educator through IAP education is the best educator is to guide education with online hotspots and online events as a starting point. It can be seen that colleges and college teachers do not pay enough attention to the hidden IAP education resources and develop them insufficiently. This situation increases the difficulty of IAP education workers, and requires educators to change their educational concepts.

4.2 Analysis of Hidden IAP Education in colleges in The New Media Era

32.47% of college students choose to use new media technology frequently, 51.8% of college students choose to use it occasionally, and 15.73% of college students choose never to use it. We can see that most of the college teachers do not use the new media technology skillfully when they carry out the Recessive IAP education work for students, and their combination ability is weak, which is easy to cause the disconnection.

| Table 1. The Application of New Media Technologies in Colleges |
|-----------------|-----------------|
| Never used      | 15.73%          |
| Occasional use  | 51.8%           |
| Regular use     | 32.47%          |

Among the college students views on implicit IAP education, 91.92% of the 693 college students think it is necessary to carry out explicit IAP education; 7.36% think it can be tried; 0.72% think it is unnecessary.

In the era of new media, the explicit form of IAP education can not meet the physical and mental development of students. colleges should adopt the form of implicit education that college students are willing to accept.

5. Conclusions

The hidden IAP education of colleges is not only the objective need of IAP education. This article first introduces the theory of recessive IAP education of college students in the new media era, and then analyzes the advantages and necessity of recessive IAP education of students. Finally, this article surveyed college students using random sampling. Based on the questionnaire survey and statistical data, analyze and summarize the hidden IAP education of students in the new media era under the current situation, analyze the psychological characteristics of students, and demonstrate the theoretical value and present value of hidden ideological politics of college students Education.

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