Innovation of College Ideological and Political Work in the New Media Environment Relying on Social Networking Services

GuiYang Zhao*
Shandong Women’s University, Shandong, Jinan, China, 250300

*Corresponding author e-mail: 4499718@qq.com

Abstract. In the era today, SNS (Social Networking Services) social networks are emerging. The information dissemination of SNS features a communication environment based on real interpersonal communication, means of communication based on multiple interpersonal communication scenarios. To adapt to the multifaceted challenges of the SNS era proactively, college ideological and political educators should improve network management norms and establish a solid new position in ideological and political work, leverage technological advantages and recommend the transformation and upgrading of network positions, enhance education penetration and expand the new platform of the network early warning system.

Keywords: SNS, Social Network, Information Dissemination, Innovation of Ideological and Political Work

1. Introduction
The birth of the Internet has profoundly changed the way of communication in human society. In particular, the social network of SNS (Social Networking Services) has focused on integrating the advantages of interpersonal communication, organizational communication, and mass communication, and established an interpersonal interactive network platform based on real relationship groups [1]. Friends, the user will also take certain actions such as viewing information, leaving messages, sending intra-site messages, Renren.com desktop, etc. to obtain his information to see if it is relevant to himself [2-3]. According to the author's random sample survey, more than 90% of users will choose “how to take action if they find friends they are not acquainted with on Renren.com” “View the common friends and determine whether to add them as friends.” The SNS network integrates conventional forms of Blog, BBS, E-mail, live chat, etc., and adds various applications at the same time, which not only inherits the advantages of the conventional network, but also forms a network
cultural ecosystem with its own features. Comprehensive service platform for user needs \cite{4}. On the SNS platform, users can not only communicate with objects through text, but also upload photos of their own lives, or share their favorite things with everyone on the Internet. They can also create their own cyberspace and let friends know more about their lives and perception \cite{5}. At social networking sites, there is a push notification function of “every move” for users and friends, a reminder of new events. The content of interpersonal communication has entered a new situation \cite{6}. This situation does not belong to a mass communication situation with a wide range of objects, nor does it belong to a conventional interpersonal communication situation with a strong object orientation, but belongs to a conventional interpersonal communication situation and a social website.

2. SNS Features

2.1. Diversified communication content based on entertainment

Resources on SNS social networking sites are rich and interactive. From a quality point of view, because there is no strict release review mechanism like conventional media, it has the features of good and bad, and good and bad. According to the author's sample survey, more than 60% of the users who answered “What kind of content do you prefer to share in Renren's sharing mechanism” chose “funny entertainment”, the largest proportion (You can choose more than one), and in Renren's sharing homepage, whether it is the hotspot of the homepage or the number of times of sharing, it is mainly entertainment content. It can be seen that the current situation of more entertainment content on social networking sites is in line with the motivation of individual users for more entertainment, which is also the main reason for entertainment-oriented content flooding social networking sites.

The equation for social media is shown in equation (1):

\[
\text{Probability of media selection (P)} = \frac{\text{efficacy (V) generated by media}}{\text{cost (C)}}
\] \hspace{1cm} (1)

2.2. Implementation of communication motivation based on the virtual world

With the further popularization of the SNS network, an interpersonal interactive network platform based on real relationship groups, the features of the virtual world becoming more and more obvious. Through the SNS website, users can accumulate more contacts and identify more losses to some extent. Some researchers have found that in terms of communication motivation, users of SNS websites are generally simply communicating and finding acquaintances. The vast majority of users are not active in viewing the spatial dynamics of strangers and chatting with strangers. It is also related to SNS networks based on the real communication environment. At the same time, we should also see that users in communication motivation account for a considerable proportion of their self-expression desires, especially among young college students. They hope to use this carrier as a stage to show themselves and let more people pay attention to themselves. Some students spend too much time and energy to promote themselves to get themselves into the “Popular Star” of Renren.com.

The spread of the SNS network among college students is shown in equation (2):

\[
R = i \ast a \ast u
\] \hspace{1cm} (2)

Where R represents the information flow, i represents the degree of correlation, a represents uncertainty, and u represents other influencing factors.
2.3. Communication system based on “viral” Marketing features
In 2009, Renren.com announced the establishment of the Renren Connect strategic alliance. It officially announced that Renren.com would use Renren.com to achieve full connection with Tudou, Youku, and other vertical websites. Users can use Renren.com accounts to log in to the above. Partner sites to share “What's New”. At present, the login page of the above website has added a “connect to Renren” login portal. After users use Renren to log in to the cooperation site, functions, and information that are of interest to them can be performed through the sharing of Renren's “new things” and other functions so that these sites gain more user traffic via Renren's “new things” and “share” functions. Users pay attention to interesting videos and applications, and further share and promote them in their related groups. From the once-popular “stolen food for the whole people” to the “shared people” today, it has caused much heat among white-collar workers and college students.

3. Necessity and feasibility analysis of carrying out ideological and political work in college students based on sns
3.1. Necessity of carrying out ideological and political education in college students based on social networks
The click-through rate and page views of this type of network are extensive, and the audience among young college students is vast. More than 80% of contemporary college students have signed up for Renren or opened Weibo, which determines that social networking sites are bound to be a double-edged sword. Each student involved in the SNS is a micro-center, and the student has unknowingly transformed from a simple information receiver and an educated person to an
information provider and an active participant in educational activities. If it is impossible to increase research and investment on such websites in time to carry out guide students, young students will be extremely vulnerable to various bad public opinion. The influence of social values and values has caused students to deviate from their world outlook, outlook on life, and values, which has brought a huge impact on the ideals and beliefs of college students. Hence, it is imperative to use the SNS social network platform to carry out ideological and political work in college students. It can not only help build and maintain a harmonious network home but also become a new front for carrying out ideological and political education for college students.

3.2. Feasibility of carrying out ideological and political education of college students based on social networks

First of all, because the social network attaches more importance to the real name system and verification mechanism of user information, making the virtual world of the network more realistic, providing a more real online audience for ideological and political educators in universities, such as Renren.com. The verification mechanism will also be the development direction of all interactive communication websites in the future, so the social network environment is under relatively clear controllability, providing convenient conditions and guarantees for college ideological and political educators to guide the correct public opinion orientation. Secondly, from a macro-environmental perspective, the development trend of the Internet is becoming increasingly perfect, and Internet public opinion has also raised new challenges to the long-term mechanism for maintaining stability in the campus. Analyze and research, and establish a campus public opinion monitoring and handling mechanism to improve the network security prevention system. In addition, the social network provides a relatively comprehensive and fixed communication platform for college ideological and political educators, which can pay attention to the long-term dynamic changes of college students, and pay attention to the multi-angle and all-round personality display of students. Through this platform, we expand and extend the working arm, adjust work goals, and methodologies in a timely manner, and can provide more targeted and timely guidance and assistance for student growth.

4. Countermeasures for ideological and political work in college students based on sns

4.1. Improve network management standards, focus on the full range of audiences, and establish a solid new position in ideological and political work

In the interpersonal communication environment of SNS, it is required that we should grasp the development trend of the network and establish and improve the network management norms in time to promote “the combination of education and management, the combination of explicit and implicit, and the combination of immediate and long-term”. In the future, the network trend will have the features of “five modernizations”, i.e., living, entertainment, integration, segmentation, and wireless. Given this trend, firstly, based on grasping the ideological dynamics of contemporary college students, it is necessary to introduce network regulations, improve network management, and strengthen online guidance, and especially make correct judgments on college students’ habitual behavior patterns on the Internet, which is effective. On the SNS platform. Secondly, the audience of carrying out the ideological and political work on the Internet must be extensive, i.e., the students in the grades in
charge of the ideological and political educators should become as many friends as possible and enter their own network vision. As the social network is a platform based on the real interpersonal relationship circle, according to the six-degree segmentation theory established by Mill Glenn, a friend recommendation and automatic matching mechanism are established. The majority of ideological and political educators can first add student cadres of various classes and student organizations as friends, and then compare the features of “common friends” through the friend recommendation mechanism of Renren. Many students are added as their friends. If time permits, you can find them as friends by their names. Making as many friends as possible is the prerequisite for carrying out online ideological and political education. Only in this way can we effectively grasp the dynamic information of “online and offline, network language, language, and network situation”, which is also to expand the social network and provide a new front for ideological and political work.

4.2. Leverage technological advantages, adapt to the features of SNS information dissemination, and promote the “transition and upgrading” of network positions.

The competitive field of college students’ ideological and political education has shifted from ground war to air control and then to network control. We should take the initiative by using rapid information dissemination. Firstly, the majority of ideological and political educators should fully understand the importance of SNS websites. Beside the involvement in the ideological and political education exploration of large official social networks such as Renren.com and Weibo, they should also take advantage of the technological advantages of colleges and universities, and integrate SNS technology, and the information dissemination features are used by me to create a new social network position in the ideological and political education network of colleges and universities. This can not only meet the personalized needs of college students, create conditions for the personalized attention of ideological and political work, but also meet the needs of college students, and facilitate targeted and centralized education and guidance for groups. Secondly, fully understand the importance of research on the features of information dissemination based on SNS, and carry out targeted ideological and political work for students. Applications such as personal status, logs, and sharing are the most common and most used sections in social networks such as Renren, where the log function is the most important section for users to express their personal opinions. Full implementation of this function will be an effective medium for college ideological and political workers to hold high the banner and spread the mainstream ideas. With the huge traffic of social networks, powerful reprinting, and “viral” spreading functions, more excellent papers can be published to share some inspirational videos that can resonate with students with unexpected results. Thirdly, we should make full use of voting and group functions to actively guide the direction of Internet public opinion, and in accordance with the “viral” transmission features of SNS, strengthen self-education and standardized guidance for students, improve their ability to identify information and media literacy, and make students themselves “Gatekeeper”.

5. Conclusions

The application of SNS to conduct network ideological and political education for college students is the inevitable course of college ideological and political education to adapt to the new situation and address new problems. It is an important step that conventional ideological and political education
moves towards the era of network media. Facing the new challenges and opportunities offered by social networks to the ideological and political work in college students, we should update the conventional work thinking mode, gain insight into the dynamic information of students’ thoughts provided by social networks, and strive to help them establish mainstream online public opinions and improve the scientific level of ideological and political work in college students effectively.

References

[1] Pillay G, Balfour R J, Balfour R J. Post-graduate supervision practices in South African universities in the era of democracy and educational change 1994-2004[J]. South African Journal of Higher Education, 2011, 25(2):358-372.

[2] Jill E. Marshall. The Recovery of Paul's Female Colleagues in Nineteenth-Century Feminist Biblical Interpretation[J]. Journal of Feminist Studies in Religion, 2017, 33(2):21-31.

[3] Brow M V, Yau J, Jiang Y H, et al. Christians in Higher Education: Investigating the Perceptions of Intellectual Diversity Among Evangelical Undergraduates at Elite Public Universities in Southern California[J]. Journal of Research on Christian Education, 2014, 23(2):187-209.

[4] Randall J. Stephens. Liberal Protestantism in 20th-Century America: An Interview with David A. Hollinger[J]. Historically Speaking, 2017, 14(5):11-13.

[5] Trevithick A. The Culture of Amiability and the Maintenance of the Adcom System[J]. Good Society, 2018, 14(1/2):72-79.

[6] DING Lin. On the Innovation of the Methods of College Ideological and Political Education[J]. Am.l.sch.rev, 2013, 43(5):253-265.