

2014

# BioTechnology

*An Indian Journal*

FULL PAPER

BTAIJ, 10(24), 2014 [16299-16308]

## Study on internet-oriented college students' ideological education

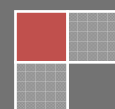
Zhang xiuxia\*, Du junfang  
Binzhou Polytechnic, Shandong 256603, (CHINA)

### ABSTRACT

Internet plays an important part in the campus, along which it has also produced an unprecedented influence on ideological education of college students. At the same time, the ideological education has brought great challenges for the college students. With the increasing reform and penetration of China's education quality, the mainstream consciousness occurred in ideology field is gradually weaken, phenomenon of distorted value orientation and wrong behavior is growing and interaction between people is gradually blurring. In this case, college students' network ideological education has attracted more attention, which has become the focus of attention in academic circles. Firstly, the four kinds of features of internet were discussed. The features of Internet make it a challenge for the educators to use the Internet to carry out educational work. Opportunities generated by internet were also analyzed. At lastly, we proposed five kinds of effective way to ideological education by internet. Firstly, we should set up school information media, and complete school network media system. Then, we should intensify the internet management and organize a powerful, ideological educator team and Strengthen Research the Internet Culture Propagation and Internet Ideological Education Research. Lastly, College Students' Media Literacy should be improved by creating the network media education

### KEYWORDS

Internet; Ideological education; College student; Challenges.



## INTRODUCTION

With the changing of the time, China is gradually going towards a socialist market economy. At this critical period, information technology and knowledge economy will follow. Changes in the social environment also make people's thinking undergone tremendous change. The generation of the Internet has brought great changes to our lives, and the Internet plays an important part in the campus, along which it has also produced an unprecedented influence on ideological education of college students<sup>[1]</sup>.

College students are most sensitive to the emergence of internet, and their behavior and way of thinking are also influenced most by them. As a result, while it brings convenience to the work of ideological education in college, it also poses a challenge to the work<sup>[2-3]</sup>. So now we have some focal problems concerning its application: How to take advantages of internet and in the meanwhile avoid its disadvantages under the circumstance of internet to let it serve for ideological education of colleges and universities? And how to promote college ideological education to make it more adapted to the development of the society and to fit more into the needs of modern college students?

### The quick development of internet

With the development of science and technology of information, computers and internet also are playing an increasingly important role in our daily lives. Figure 1 showed that total number internet users and Proportion of users by world population was increased from 2000 to 2010. From the Figure 2, we can see that the number of website and rate of increase was increased from 2004 to 2011, which reflected that the internet has deeply influenced Chinese people's life.

Unlike in the case of traditional media, the internet supports a variety of communication modes: one-to-one, one-to-many, and many-to-many. The Internet therefore is radically different from traditional broadcasting. It also differs radically from a traditional telecommunication service.

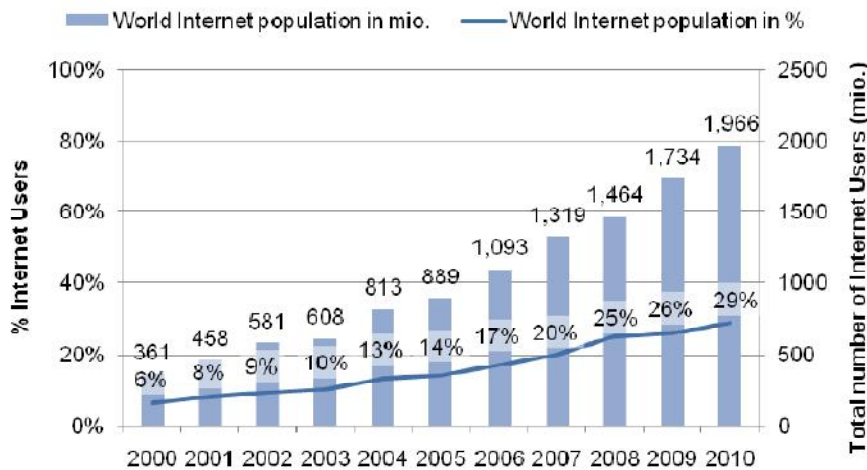


Figure 1: Worldwide internet diffusion of the internet: number of users and proportion of users by world population

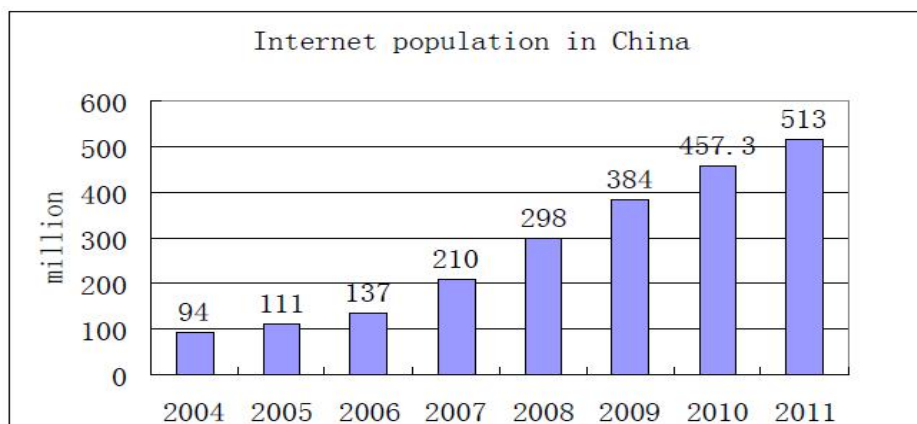


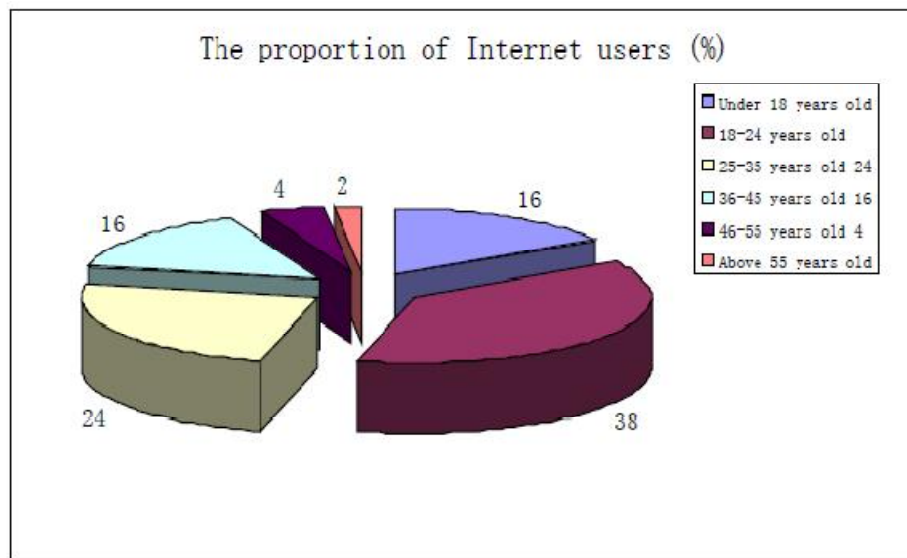
Figure 2: Internet population in china from 2004 to 2011

**The significant meaning of on internet-oriented college students' ideological education**

CNNIC released "The Thirty Second Chinese Internet Developing Statistics Report", which showed, until December, 2013, the scale of Chinese Internet users reached 618000000, among them, 53580000 are new users throughout the year; the penetration rate of the internet is 45.8%, compared to the end of 2012 increased by 3.7%. It can be seen from TABLE 1 and Figure 3. From the view of the crowd, college students are the largest internet population, while the Internet is becoming an important part of college students for learning, communication and social contact. The Internet has greatly changed the mode of their living, learning, communication, entertainment and even language habits. But at the same time, the information, opinions and thoughts provided by the network will have impact on the ideological education inevitably, with the new situation and new problems. At the same time, the ideological education has brought great challenges for the college students. In this case, college students' network ideological education has attracted more attention, which has become the focus of attention in academic circles<sup>[4-5]</sup>.

**TABLE 1: Table of netizen degree distribution**

Educational Background of Internet users	The proportion of Internet users (%)
Below high school	11
High school	19
Junior College	25
Undergraduate	31
Master	10
Dr.	4



**Figure 3: The proportion of internet users in different years old**

**To strengthen the ideological education is vital to the whole nation nowadays**

Most teachers follow the common way of imparting knowledge of the text book on the students, while the students' basic motivation for this course is to gain a higher mark. The students only regard attending this course as listening to lectures, sometimes boring lectures. There is rare interaction between the teacher and the students during the class and after the class. The final examination is only a test of "rote-memory" or even "the skills of cheating" (taken from the student's blog writing). So, Internet-oriented College Students' ideological education is very important<sup>[6-7]</sup>.

## THE CHALLENGES TO COLLEGE STUDENTS' IDEOLOGICAL EDUCATION BY INTERNET

The feature of Internet makes it a challenge for the educators to use the Internet to carry out educational work. We should well-know them so as to well-control and develop them, then devise scientific, plentiful, ideological and aim-focused educating plan<sup>[8-9]</sup>.

### **It is open**

The Internet connects all the corners on earth; it does not influenced by habitant area, race, sex, age, religious belief, political position, value and custom. People can surf the Internet freely. Up till now, Internet has permeated every corner of university campus, university is no more enclosed study place, using Internet to gain knowledge, send messages, and communicate emotion has popularized among more and more students. Due to the openness of Internet information, tremendous and various information pass to the students directly which in return impact the thoughts of students and the traditional ideological education of the educators.

### **It is anonymous**

It is anonymous, which complicates the thoughts of the Internet-surfing students. Internet information exchange is for sole person and computer; people conceal their true identity and distribute responsibility-lacking information. University students usually speak according to their own values and behavior principles. This kind of contact and communication leads to the tendency of complication of the students' traditional values, sense of self-discipline, legal awareness, value tendency and interpersonal relationship. Internet places the students onto a no-barrier and super-time-and -space information exchange age.

### **It is widely-used**

Campus internet has become important, basic facility for teaching, scientific, research and management. Its wideness not only shows in that it broaden the students' communication space but also in that many students have their own computers, through the Internet, they can distribute information, chat, create, study the problem in which the show common interest in their dormitories. The wideness of Internet makes the students accept all kinds of information brought by the Internet culture more directly and frequently.

### **Internet has changed the traditional education style**

The internet age has changed the passively-accept learning style, university students become more initiative, they can make use of the computer to choose and exchange information freely, master some sort of knowledge more than teachers do; They can visit experts and intellectual with no necessity to step out of the campus; They can refer to the data, explore the unknown fields and enrich knowledge. The internet is able to spread various information necessary to the students, able to analyze and integrate it and make it to be used to the utmost. The fast development of new media raises new requirements for ideological education workers, including the use of new media, the changes of their way of thinking, the revolutions of their educational ideas, and the innovations of their teaching mode<sup>[10]</sup>.

From Figure 3, we can indicate that most of students tend to spend a long time on internet everyday. It seems to have become an inseparable part of students' life, and they just rely too much on internet. The overwhelming coverage and editorials on internet will have huge impacts on them, depriving them of the ability to think for themselves. Some college students even finish their assignments with the help of the Internet, or complete their papers using only "copy and paste". They were abetted in becoming lazier with internet. It certainly does harm to their formation of the ability of doing independent thinking and research.

Internet is a new and relatively independent interactive mode. It integrates the various functions of the traditional paper-based media. And it has affluent applications and multimedia configurations.

The rapid spread of internet depends on other relative media tools. It has four more prominent characteristics as discussed above.

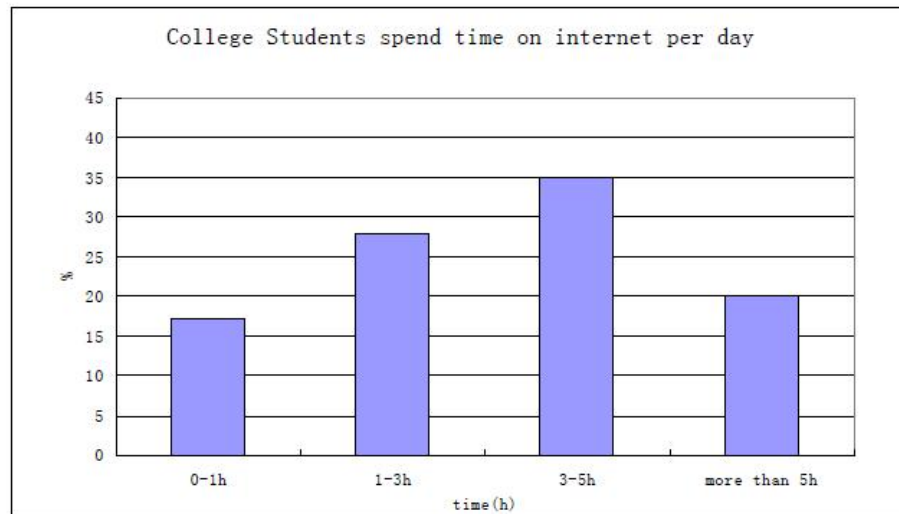


Figure 4: College Students spend time on internet per day

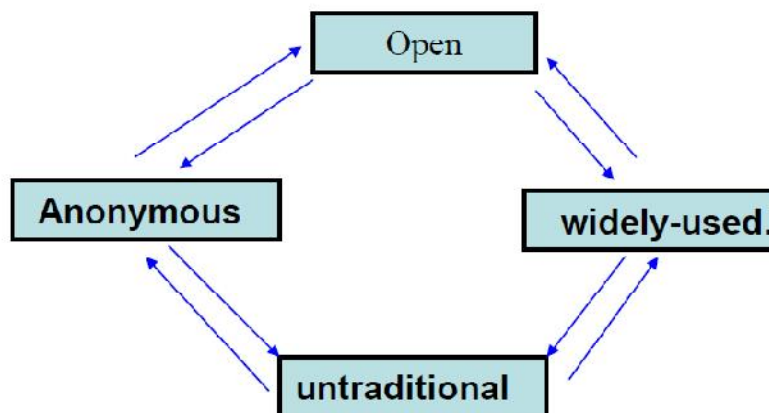


Figure 5: The four prominent features of internet

## OPPORTUNITY GENERATED BY INTERNET FOR COLLEGE STUDENTS' IDEOLOGICAL EDUCATION

### Internet enables college's ideological work to break the limitations of time and space

Due to time and space limitations, traditional ideological education, which is usually conducted by politics study and having heart-to-hearts, has a very scant coverage? The development of network allows the ideological education to make a breakthrough in time and space. Like a renowned professor having his class, thousands of people being his audience at the same time, he can utilize one method to resolve the ideological and psychological problems of many people at one time; making sure the valid information is broadly propagated.

### The development of internet can help to improve the efficiency of ideological work and update the management

As a new method of communication, network possesses the characteristics of rapidity and high efficiency in informational transmission. As the spread of network in colleges, many management work

can be done online, such as online curriculum catalogue, teaching plan, employment information's release, sport's and living information. By Internet, these all can be rapidly passed to students. Particularly, the time content and form of school's ideological work can be systematically and regularly released online, so students can always browse and make options. Internet will certainly motivate students to learn independently, and the result of this kind of study should be better. With internet, college students can choose things they like with ease: to read their favorite news, or to decorate their homepage, etc. Its influence is two way: on the one hand, it encourages them to do self-directed leanings, participate in more activities, academic exchanges, and the construction of the college; on the other hand, it helps in ensuring the success of ideological and political education, making sure it will have the best result. Colleges should have their ideological political education in a way that will attract more students. In our research, we found that more than half of the students regard ideological and political education with the method of new media is the best option among the all.

### Internet is a significant position to carry out ideological work

The formation of moral value system is basically originated in the ethnical mass media. Now when students can freely obtain information about ethnic groups online and communicate with people of different languages, the duality between the diversity of composite culture and cultural characteristics of ethnicity is inevitably showed in the internationalization of ideological work. If colleges can do their ideological work effectively, they can properly lead students to obtain the advanced culture and good moral characters from various ethnic groups. Meanwhile, it allows students to expand their horizons. With its information sharing and spreading function, internet is a great platform of ideological and political education for college students. Those who are responsible for college ideological education can make good use of the information provided by new media. Since it proves to be a good source of information, enjoys a high the propagation speed, and is free of the limitation of time and space, it makes up the deficiencies of the traditional educational mode, and provides a more convenient platform for college ideological education to pave way for further progress. It will indeed lead to the completion of the aims of ideological education.

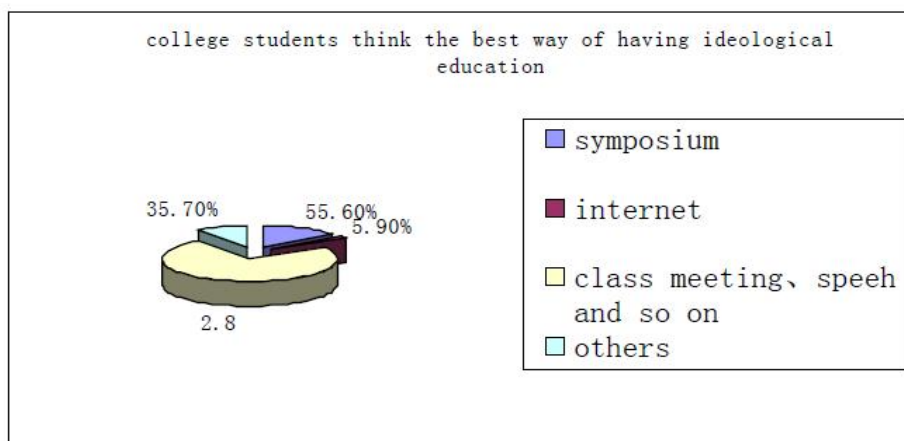


Figure 6: College students think the best way of having ideological education

### Internet can enrich the methods of colleges' ideological and fulfill students' various needs

Ideological work can be integrated into the various forms of network to provide service to college students' life study and work. Meanwhile, a correct outlook of life and value is permeated. Therefore, college's ideological work should make the most of Network to provide the most comprehensive service to students and make their ideological work more distinctive.

Lewin applied his interactionism mathmatic formula to explain group phenomena,

$$B = f(P, E)$$

Where a member's personal characteristics (P) interact with the environmental factors of the group, (E) its members, and the situation to elicit behaviour (B). It demonstrate that people's behavior closely relate with environment. So, it is important to improve the environment of ideological education by internet.

## **THE EFFECTIVE WAY TO IDEOLOGICAL EDUCATION BY INTERNET**

### **Set up school information media which is of importance to do the ideological work for college students**

Nowadays every university has its own school network. However, the applications of the network are mainly limited to school publicity, such as introductions of the school's history, size, major, scientific research, and information about sitting postgraduate entrance exam. Some universities merely use it for department's information communication and materials consultation. And the function of network is far from being developed. Under the research of the author, the school-developed cyber information has few things to do with the students except for some rules and regulations, reports about student activities. Students often communicate with each other in the BBS. However, school administrations or teachers seldom talk about issues publicly. As a result, fewer students access the school net. Under such circumstances, school administration of network should work together with other departments to develop network information which is delighted to hear and see: firstly, establishing an "online school" which provides students with information about current affair, study guidance, talent consultation and so on. Besides they can put good reports, lectures, student activities as well as social practice on the net so that students can get a better understanding of national conditions, society and receive good education; secondly, ideological workers should join the construction of the network actively, send valid information on the net on regular, intensify the network controllability and take full advantage of the network to propel the ideological education work.

### **Set up complete school network media system**

Building up a qualified online information publicity team, fighting against the negative information in time and seize the net position actively. Firstly, setting a specialized ideological studio online, appealing political assistants and skeleton students to draw the students' attention to extracurricular activities, abundant school culture and positive, active and healthy ideological position. Secondly, carrying out network activities which are rich in content and varied in style such as online research. It is much more direct and accurate to know how the students think and do the ideological work with a definite goal. Teachers and students can talk about the hot spots, difficult topics online without limitations of a face-to-face talk and also it can be considered to be another communicating bridge between the school administration and students.

### **Intensify the internet management and organize a powerful, ideological educator team**

In the course of ideological education, college students are the most massive body, and the corresponding maximum dominant body is the education team. Therefore, this education team is in relation to the level of ideological education and it is an inevitable condition of improving college students' ideology. The overall quality of the education team is a key factor. Only when both of the two participants of the ideological education maintain a high level, can the entire higher education outcomes are ensured. In order to vigorously promote the management level of ideological education team, a sound management mechanism must be made out. At the mean time, it is crucial to strive to build a strong political teaching staff with refined operational capacity and rigorous style. Under the mutual cooperation of the two parts, it is possible to build a perfect ideological education team. In addition, be familiar with the internet features; realize its function in ideological education. Increase the educators' technological quality and internet application awareness. Also, we can take measures to control the irresponsible argument on the Internet. For instance, without personal ID and password registered in

school, students will fail to log on to the Internet. Thus negative information can be effectively controlled<sup>[11]</sup>.

### **Strengthen research the internet culture propagation and internet ideological education research**

If in the late nineteen nineties, internet development in China is characterized by the "joint", mainly to solve the popularity of the network, the Internet speed and other aspects; in recent years, the development of the Internet characteristic is "mutual", a variety of interactive show "fission" development, which makes the ideological education of college students appear more the complex situation. When we enter into the background of the development period of the network culture and ideological Education, it is especially important to strengthen ideological education on Internet research, so as to constantly strengthen the network culture and the ideological education of College Students' rational guidance. Specifically: one is tracking study according to the educational effectiveness of key and difficult problems, and continuing to accumulate practical exploration experience and sum up the laws; The two is to carry out basic research, in order to further analysis of China's network of ideological education course to master network technology and its application and rapid development trend, research network the ideological education in the modern ideological education theory and innovation. Strengthening the network ideological education must strengthen the network culture propagation and network ideological education research, the real master of network ideological education initiative. At present, with the culture of Blog, Flasher, Podcast, Mike and Geek emerge in an endless stream, mobile phones and mobile phone short messages derive from mobile phone, mobile phone TV transmission mode; Represented by the QQ instant communication tool and BT as the representative to peer-to-peer sharing software is swift and violent development, producing main effect on the college students and the university campus. All of these become a new topic of ideological education under the background of the new style network culture, for example online chat. Online chat tools as an informal form of Ideological Education, often receive beat all effect. QQ, MSN as one of China's most popular internet information transmission tool, can talk with the sides of the text, voice and video transmission. According to the latest statistics, tencent has 320000000 registered users, online at the same time nearly about 9000000 people. Ideological education of college students can use QQ point-to-point communication, also available through QQ communication master students real ideological. Tendency QQ, MSN and other informal communication can lead the educator and the educated to set up a communication between the bridges, a bridge of friendship. Ideological workers should strive to become the educated students' trusted "netizen". There is a personal blog. Personal blog is the recent year's popular online business, but it is also the college students' love. Blog users in their own blog space chronicle, express the mood changes, personal thought, general Internet access and a message. This feature can be used for the ideological work. Ideological education can play the positive role by encouraging in the blog space to record their advanced achievement and true motivation, then its publicity out, attracting other entrants, and speech. In this way, unconsciously, by the advanced character and events influence character by environment, eventually forming internalization, we can achieve "the purpose of moisten things silently".

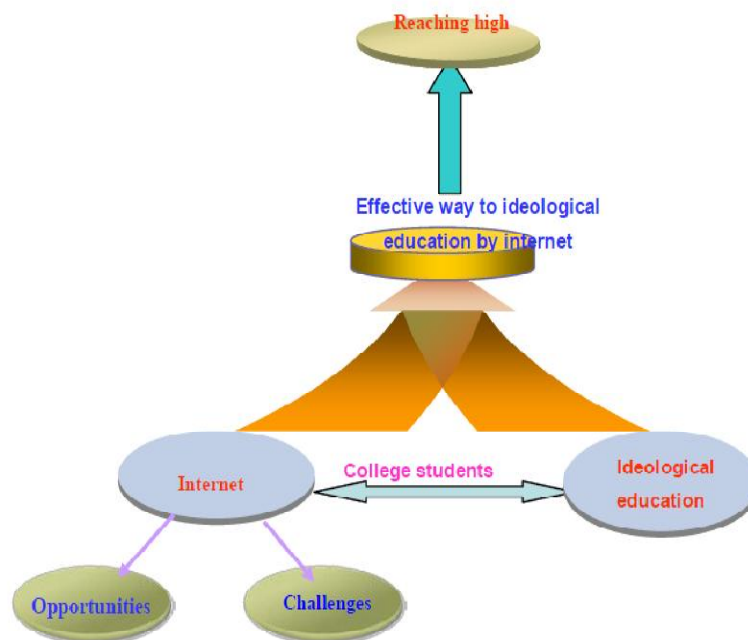
### **Create the network media education to improve the college students' media literacy**

Through the learning, the college students can in a variety of different moral norms conflict make correct judgment and choice and then take correct action and they can effectively self-discipline, effectively in online learning self management; they would be able to face an ethical dilemma when presented with new guidelines for the conduct of the ability and courage; to learn self-regulation; can correctly treat the relationship, treat correctly the virtual space and real space difference, shaping the health of the network moral personality. Many countries now have put "media education" into the regular school curriculum and lifelong education system. China should also offered in Colleges and universities "media education", "media studies" and the formal curriculum, to continuously improve and develop the college students' network morality and overall quality. Truly network and the combination of Ideological education could make college students in the network world find the true themselves, to



truly become the dominant group in network era, and then provide the cherish opportunity to contribute to the development for the Chinese internet industry<sup>[12]</sup>.

In conclusion, network at present is a double-edged sword, that is to say, for students who has a strong sense of self, it is really helpful, but for those whose self-awareness is weak and who has poor self-control, its negative impact is enormous, and directly results in fuzzy value orientation and even failure of telling right from wrong. It also, to some extent reflected that the current status of the ideological and political education worried the public and the result was not ideal, which is caused by the fact that traditional ideological education cannot meet the needs of the new era. The ideological education of majority colleges and universities in our country is still instilling the theories of predecessors in students. Primary ideological education just made a study on students' prominent problems, which lacks direction, and such unidirectional instilling on correcting one's thought often makes students be in a passive state, which is much easier to cause students' unconscious negative mentality, ultimately, counterproductive, especially at today, when computer networks had been gone deep into every aspect of university life and the primary ideological education cannot meet the needs of college and university students' inner hearts' desires for equality, communicating, even subjectivity status. Such ideological education, which ignored the demand of individuation of contemporary college and university students, will stir up their dissatisfaction with ideological and political work in a certain degree. Therefore, the traditional ideological education model has been unable to keep up with the demands. In the age of new media, reform work of college students' ideological and political education which need to adapt to the development of the times and social demands is of great urgency<sup>[13]</sup>.



**Figure 7: Flow diagram of basic research thought**

Ideological education is not only the responsibility of teachers, but also the liability of government, the society, and families. Colleges should view the impact brought about by internet in a correct way, while integrating the resources and strengthening the faculty. We should now change our educational ideas, taking advantages of internet to broaden the base of ideological and political education. It is vital for colleges to create harmonious and healthy culture on campus, as well as to strengthen the construction of teachers who are responsible for ideological education. With network supervision conducted by colleges, students will be guided to use internet in a scientific way. We believe, all the methods stated above will be of great help in completing the work of ideological and political education in college.

## CONCLUSIONS

The generation of the Internet has brought great changes to our lives, and the Internet plays an important part in the campus, along which it has also produced an unprecedented influence on ideological education of college students. At the same time, the ideological education has brought great challenges for the college students. In this case, college students' network ideological education has attracted more attention, which has become the focus of attention in academic circles.

The feature of internet is open, anonymous, and widely-used, and has changed the traditional education style. Therefore, the feature of Internet makes it a challenge for the educators to use the Internet to carry out educational work. All things have two sides. Internet also generates many opportunities. Firstly, it enables college's ideological work to break the limitations of time and space. Secondly, the development of Internet can help to improve the efficiency of ideological work and update the management. Then, Internet is a significant position to carry out ideological work. Lastly, Internet can enrich the methods of colleges' ideological and fulfill students' various needs. Therefore, when faced with the growing complexity of the ideological and political work for contemporary college students, we must take advantage of the opportunities generated by internet.

At lastly, we proposed the effective way to ideological education by internet. Firstly, we should set up school information media, and complete school network media system. Then, we should intensify the internet management and organize a powerful, ideological educator team and Strengthen Research the Internet Culture Propagation and Internet Ideological Education Research. Lastly, College Students' Media Literacy should be improved by creating the network media education

## REFERENCES

- [1] G.Feng; Research on the Function of the Ideological and Political Education of New Media Technologies, *Journal of Beijing Education: Moral Education [J]*, **6**, 5-9 (2009).
- [2] X.Wang; New challenge of Ideological and Political Education of 90s' college students from New Media, *Journal of Ideological & Political Education [J]*, **1**, 71-74 (2010).
- [3] E.Jiang; The College Students' Ideological and Political Education in the New Media Environment, *Journal of the Theory Front of Institutions of Higher Learning [J]*, **6**, 54-56 (2009).
- [4] Z.Feng;; The Internet's Influence of the Ideological & moral Construction and the Corresponding Strategies, *Journal of China Higher Education Research [J]*, **5**, 38-43 (2003).
- [5] S.Liu; In the Era of Network Ideological and Political Work Should Have New Countermeasures [J], *The Higher Education of China*, **19**, 34-45 (2006).
- [6] B.P.Zhao; On the Work of Ideological and Political Education, *Huainan Normal University Journal [J]*, **2**, 45-48 (2001).
- [7] Y.Chen, Y.X.Wang; The Ideological and Political Education in Network Era, *Coal Higher Education [J]*, **6**, 67-69 (2001).
- [8] D.F.Wang; Internet and the ideological and political education in colleges: Opportunities, Challenges, Innovation, *Ideological and Political Education Tribune [J]*, **2**, 56-59 (2001).
- [9] Y.S.Hsu, Y.J.Cheng, G.F.Chou; Internet use in a senior high school: A case study, *Innovations in ducation and Teaching International [J]*, **40**, 356-368 (2003).
- [10] Y.J.Hao, Y.Sun, S.Y.Li; Research of problems and innovation of current internet-based ideological and political education, *Education and Vocation [J]*, **10**, 78-81 (2013).
- [11] P.Chen, Y.Zhao; Constructing of internet-based ideological and political education mechanism in new period, *Management Engineer [J]*, **10**, 89-93 (2013).
- [12] Y.J.Du; Study on development tendency of internet-based ideological and political education in colleges, *Youth Literator [J]*, **9**, 45-48 (2013).
- [13] H.B.Mai; Discussion of reform and innovation of ideological and political education of radio and television universities, *Journal of Jilin TV & Radio University [J]*, **2**, 121-126 (2013).