

# Research on the Influence of WeChat on the Ideological and Political Education of College Students

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## Abstract

WeChat is a double-edged sword. While providing convenience, there are also many hidden dangers. These issues undoubtedly deserve the attention of ideological and political educators. This article proposes relevant countermeasures for the use of WeChat to carry out ideological and political education for college students. In the process of education and teaching, we pay attention to the guidance and education of college students' use of WeChat, strengthen the construction of ideological and political education teams in universities, and establish and improve WeChat supervision and management mechanisms. Integrate ideological and political education into WeChat, improve the quality of using WeChat, enhance the ideological realm of college students, enrich the connotation of ideological and political education, and keep ideological and political education full of vitality in the development of the times.

## Keywords

WeChat college students ideological and political education.

## 1. Introduction

WeChat is not only able to connect with real friends in the network, but also to meet new friends through WeChat. WeChat users can send all kinds of information to friends through the network, including text, voice and pictures, and can also conduct voice chat and video chat with each other. By using radar to add friends, shake, sweep, etc., users can add new friends in WeChat, and change from strangers to acquaintances with others. This undoubtedly provides a convenient way for young college students who like to socialize extensively to make friends. The WeChat group chat function allows users to chat with multiple people at the same time after joining a group, enabling faster and wider circulation of information.

## 2. The influence of WeChat on the Ideological and Political Education of College Students

### 2.1. Positive Influence

a). WeChat enriches the form of ideological and political education

With the rapid development of modern society, neither the content nor the carrier of ideological and political education should be static. The traditional method of ideological and political education is face-to-face classroom teaching. Teachers unilaterally transfer knowledge to students. Teachers often focus on transmitting positive and healthy values to students, but ignore whether the method of transmission is effective enough. The self-media platform has enabled both parties to have an equal right to speak and participate, and to exchange information and exchange ideas and opinions, making the educational space from narrow, single to pluralistic and open. The traditional teaching method of ideological and political education emphasizes unified time and concentrated learning. Students sit in the classroom and listen to the teacher seriously. At the end of the period, they pass the examination or

examination to evaluate the results. However, WeChat provides a new way for ideological and political educators to use fragmented time for teaching. They can send messages at any time, and students can check the messages at any time. Learning does not have to be uninterrupted for 45 minutes, and you can effectively use the fragmented time of 5 minutes and 10 minutes. Teachers can also use WeChat to arrange learning tasks, evaluate students' learning results, increase the interest of learning, and promote the reasonable and efficient use of time by college students. At the same time, if a WeChat public account is established, the number of students concerned about the public account can be greatly expanded, and the scope of pushing information is no longer limited to the number of people in the class, which can benefit more college students.

b). WeChat promotes the life of ideological and political education

Courses related to ideological and political education are often dull representatives in the minds of college students. The content in the textbooks is always less connected with the actual life of college students. Even if it is updated every year, it is difficult to match the changing pace of life. The problems discussed in the classroom are often centered on theory, and it is difficult for college students to learn to apply the theory to their actual life with authenticity. WeChat can expand ideological and political education from monotonous classroom teaching to students' lives. Using WeChat to transmit information is no longer tied to the established content of the textbooks, and richer and more extensive information can be easily shared to everyone through WeChat. Classmate. The teacher can pass the information he wants to convey to the students in time through WeChat, and the students can also interact with the teacher through WeChat to discuss and deepen their knowledge and understanding of the problem. Obviously, fresh learning content that is closely related to students' lives can be more easily accepted by them, so that they can mobilize their interest in learning. WeChat can get rid of the rigorous and obscure content of textbooks and make the knowledge come alive and enter the daily life of college students in. Combining ideological and political education with the content that college students pay close attention to, and directing knowledge to students' lives, instead of just pulling students into books, can they truly deliver spiritual food to students.

## 2.2. Negative Impacts

a). WeChat bad information affects the shaping of good ideological and moral concepts of college students

College students are curious about the unknown world, and are willing to explore the world and accept new knowledge and ideas. But I have to admit that information about violence, fraud, or pornography is often scattered in different corners in the online world. Although most college students can identify such obvious information in time, more and more bad information is taken. A more hidden way appeared in front of college students. Even with the development of the times, the public once thought that some vulgar and decadent ideas were already used as entertainment in the eyes of college students. College students love the online world, and they are also very tolerant of the information circulating on the Internet. Some of the bad information is gradually considered by college students as a condiment in life and laughed off. This makes an excellent culture with

b). WeChat reduces authority in traditional ideological and political education

College students generally have a convenient way to obtain information, which reduces their dependence on ideological and political education courses and teachers. The limitations of traditional ideological and political education are obvious nowadays. Information is generated every moment, but classroom learning is limited by time and space. College students often think that after they have understood something, they no longer pay attention to the knowledge transmitted in the classroom and are no longer interested in the teacher's explanation. After every incident, a variety of opinions will be generated on the Internet, and the opinions that

college students can accept are no longer limited to what the teachers have conveyed. This undoubtedly makes the traditional ideological and political education in the minds of college students continue to decline.

c). WeChat diversified values weaken the impact of mainstream values

WeChat itself is an entertainment software. In addition to communication, people use WeChat to relax and relax. Therefore, a lot of information spread on WeChat is also oriented to meet the needs of users. Making information more entertaining, funny and interesting is the main purpose of many information in the editing process. WeChat is not a special education place. A lot of the information it conveys is not to actively guide or educate users, but to entertain users and win users' likes. As a result, a lot of entertaining information misleads college students in the negative direction of enjoyment and worship. A large amount of information is wrapped in various values in the WeChat world.

### **3. Research on the Countermeasures of Ideological and Political Education of College Students by WeChat**

#### **3.1. Focus on the Guidance and Education of College Students' Use of WeChat**

The communication between friends provided by WeChat is based on the network and has some concealment. While college students live in society, face-to-face communication between people is equally important. Ideological and political educators should pay attention to the use of WeChat among college students, avoid excessive use of WeChat by college students, encourage them to improve self-control, make reasonable use of mobile phone software, actively and efficiently restrict their behavior, and actively participate in real campus life.

It can often be seen that the information spread in WeChat is false news. What's more, it is intentionally out of context and messy pieces of information to attract people's attention. It doesn't care whether the information that they spread is true and credible. Long-term contact with such low-quality information allows them to reasonably pick and filter the complex and complicated information flooded in WeChat, and makes full use of useful information to enrich their spiritual world, instead of being led by vulgar and backward bad information. Unhealthy people.

At the same time, the intention of some college students to use WeChat is still in communication and entertainment, but the reasonable use of WeChat will greatly help the college students to enrich their knowledge and obtain learning resources. Although many college students are actively paying attention to the public accounts of education and learning, it is unknown whether they can make good use of this information and knowledge. Ideological and political educators should actively guide students to learn autonomously through the Internet, and also provide students with some feedback on the concepts and knowledge transmitted to students by WeChat to determine whether they fully accept and understand the information.

#### **3.2. Strengthen the Construction of Ideological and Political Education Teams**

Many universities follow the trend of the times to open WeChat public accounts, but they are poorly managed, unable to update information in a timely manner, or pushed information is not attractive enough, resulting in the public account being useless. The content of the WeChat public platform information in colleges and universities should meet the psychological and emotional needs of college students. Strengthening the use of WeChat, transmitting the content of mainstream values in a way that college students love, reducing the negative impact of bad information on college students, and making WeChat a new carrier of ideological and political education are important tasks that need to be actively promoted.

Among the college students surveyed, 54% supported teachers of ideological and political education courses to use WeChat to expand classroom teaching content and strengthen

communication and interaction between teachers and students. Colleges and universities should pay attention to the needs of undergraduates themselves for spiritual guidance, and also actively explore various ways to conduct spiritual exchanges with undergraduates. Only colleges and universities that purposefully and systematically organize ideological and political educators can make full use of WeChat's various functions and transmit healthy thinking methods and values to college students, can they shape the healthy personality and excellent quality of college students.

### **3.3. Establish and Improve Wechat Supervision and Management Mechanism**

First, the state should increase its supervision of the network environment. Various government departments should pay attention to various illegal and criminal phenomena in the network environment. Improving relevant laws and regulations in a timely manner and creating the necessary order and norms for the network environment can make every netizen have a legal basis. Relevant departments are indispensable for the supervision and management of WeChat. Most types of criminals often choose to infringe the rights and interests of others on WeChat because they feel that the supervision of the virtual world is small and it is easier to implement MLM fraud. It should be severely cracked down to maintain a harmonious environment for WeChat.

Secondly, operators should develop software to provide services to users, and should be committed to ensuring the good operation of WeChat and purifying the use environment. Operators should formulate the rules for using WeChat, which must take full consideration of various factors, restrict users' behaviors through reasonable and effective settings, and protect public order. Operators need to know the real information of users in the background so that they can avoid the fluke and doing whatever they want because they don't have a real name, and can only find the responsible person accurately when an illegal or criminal incident occurs. The large amount of information that appears on WeChat at any moment is both healthy and negative. Operators should perform necessary screening on various types of information and remove bad information in a timely manner. It is not enough to rely on user's complaints for harmful information on WeChat. For accounts that frequently publish violent, pornographic or anti-social remarks, operators should implement effective supervision and should promptly warn them and limit their right to release information. Eliminate the generation of bad information.

Finally, colleges and universities should also be powerful promoters to ensure that college students have a good WeChat environment. Ideological and political educators must not only ensure the successful completion of classroom teaching, but also pay attention to the guidance of a large amount of information flow in WeChat in a timely manner to prevent the unintentional circulation of bad information among college students. Guide the students to make correct information by publishing information that conforms to mainstream values. select. A lot of information flowing in WeChat is only limited to entertainment and life. Ideological and political educators should use their rich professional knowledge to enhance the ideological height of the information transmitted by WeChat. Not only universities or colleges, but more and more student organizations and societies have also set up their own public accounts to push all kinds of news to college students. Colleges and universities should fully grant the freedom of self-management of college students, but also carry out the necessary supervision and guidance to promote the transfer of healthy and beneficial information between college students and achieve common progress and comprehensive development.

## **4. Conclusion**

Traditional ideological and political education can no longer keep up with the times. Ideological and political educators must fully realize the importance of the network environment and

develop new models of ideological and political education. WeChat is an important method for ideological and political education for colleges and universities. By reforming new methods of ideological and political education, strengthening the construction of ideological and political education teams and improving the management of WeChat public platforms, colleges and universities can integrate ideological and political education into the daily life of college students To make ideological and political education more and more full of vitality in modern society.

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