

# *Innovation of guiding mechanism of ideological and political education in colleges and universities under the background of network public opinion*

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**Abstract:** The study focuses on how higher education institutions can utilize innovative thinking in the context of online public opinion for the guidance of Civic Education. The article provides a detailed analysis of the up-to-date content of higher education civics courses, the mobility of students' thinking and behavior, and the innovations needed in the guidance mechanism. This study integrates and summarizes the various elements in the online public opinion environment that influence the transformation of college students' thoughts and views, pointing out some of the current challenges to be solved. Based on this premise, how online public opinion influences and shapes university students is examined and the contextual reasons for its formation are explored in depth at three levels: macro, meso and micro. A number of suggestions for improvement are recommended, which involve establishing a strategy to link closely with online public opinion, refreshing and enriching the content of civic education in a timely manner, introducing various educational tools, and further strengthening the training and building of the teaching team.

## **1. Introduction**

Due to the popularization of Internet technology and the rapid expansion of new media, online public opinion has now evolved into a key driver of college students' thought and behavior patterns. Faced with both positive and negative effects of online public opinion, appropriate and efficient means must be implemented to channel and prevent them. Within institutions of higher education, Civic Education is a key component in shaping students' proper worldview, outlook on life and values. Given the increasing complexity of the social environment and the emergence of multiculturalism, the traditional, monotonous "indoctrination" approach is no longer sufficient to meet the growth and needs of today's college students. This academic survey project aims to explore in depth the innovativeness required for the guidance of ideological and political courses under the conditions of higher education, the current dilemmas encountered, and to give professional answers and suggestions to this end, in the context of digital public opinion.

## **2. The innovation characteristics of guiding mechanism of ideological and political education in colleges and universities under the background of network public opinion**

### **2.1. The multiplicity and interactivity of network public opinion**

Because of the pluralistic and interactive nature of online public opinion, it has had a significant impact on ideological and political education in higher education institutions. This plurality is not only manifested in the breadth of information sources, the emergence of multiple viewpoints and diversified dissemination channels, which injects rich resources and multiple perspectives into ideological and political education, but also triggers multiple challenges<sup>[1]</sup>. Educational interaction not only deepens the interaction between students and educators, but also advances the process of democratization and personalization of education, yet this interaction also makes the guidance of public opinion more complex and diverse. The college student population in China's higher education exhibits significant individual differences, strong inter-subjectivity, and a high degree of independence, among other qualities. In view of these uniqueness, there is an urgent need for institutions of higher learning to adopt different methods and strategies for innovation in ideological and political education. The influence of online public opinion in this field should be fully utilized and attention to university students in ideological and political education should be strengthened. The diversity of online public opinion should be fully utilized and students should be instructed on how to identify various types of information. From another point of view, communication and interaction among students should be fully utilized to establish a two-way communication environment that can provide real-time insights into the trends of students' thinking in order to provide more specific advice and guidance.

### **2.2. The content of ideological and political education in colleges and universities**

In the university education system, the core concept of ideological and political education is closely integrated with contemporary society, which directly affects the educational effect and the direction of students' overall growth. Driven by the public opinion on the Internet, ideological and political education needs to continuously update its program content to meet the needs of the modern society's continuous progress and to accurately reflect the shifts in social priorities and values. When carrying out ideological and political education activities, we must deeply understand and properly deal with the differences that may exist between us and university students, so as to ensure that we can better meet the diversified needs of knowledge of university students at different levels, and thus promote the ideological and political education program in a more powerful way. In light of the changing context of digitized online public opinion, professionals engaged in ideological and political education need to refresh their way of thinking and adopt innovative thinking in order to ensure that ideological and political education in the new era can be carried out smoothly.

### **2.3. The dynamics of students thinking and behavior**

Because of the significant instability of online public opinion on students' behavior and thinking patterns, students are more inclined to be driven by online public opinion, which leads them to become more diversified and sharp in their thinking, and thus may need to make appropriate adjustments and refinements to their behavioral patterns. Such changes have a profound impact on the popularity of ideological and political education, and teachers need to constantly adapt themselves to new changes in students' thinking and activities. Such changes have a profound impact on the popularity of ideological and political education, and teachers need to always adjust

themselves to the new changes in students' thinking and activities; this also strengthens the in-depth understanding of the psychological characteristics of college students by ideological and political educators, and lays a solid cornerstone for the successful promotion of their ideological and political education. From a different point of view, this situation also opens up new avenues for ideological and political education<sup>[2]</sup>. Teachers can guide students to accurately identify and interpret public opinion on the Internet as a way to develop their ability to think critically and take responsibility for society.

## **2.4. The innovative demand of guiding mechanism**

In the face of the public opinion environment of the Internet, the traditional means of guiding university civic education seems to be difficult to meet the demand. In the rapidly changing Internet context and pluralistic comment environment, this strategy has significant shortcomings in terms of response rapidity, contingency skills and interactivity, and there is an urgent need to develop an innovative guidance strategy. WeChat public platform has become a very popular application in the field of mobile Internet, which possesses the advantages of rapid information conveyance, high-speed dissemination and high interactivity. With the help of advanced technology and means, such as big data analysis and social media interaction, it can provide more accurate insights into students' thinking habits, and thus promote two-way innovation of educational programs. Through the cooperation of the WeChat public platform, Civic and political education can be integrated, and thus develop into a teaching method led by the "microclassroom".

## **3. There are some problems in guiding mechanism innovation of ideological and political education in colleges and universities under the background of network public opinion**

### **3.1. The guiding mechanism is out of touch with the network public opinion**

In the current online public opinion atmosphere, there is an obvious imbalance between the ideological and political education orientation of higher education institutions and the public opinion on the Internet. In traditional ideological and political theory courses, the lack of correct public opinion guidance for students makes it easy for students to fall into the situation of being "accepted" or "ignored" by students. The discontinuity in ideological and political education not only weakens the timeliness and practicality of this type of education, but also causes students to feel alienated and disgusted with the content of the education, which further undermines the effectiveness of the education. The main dilemma arising from this problem is due to the insufficient internal development of guidance strategies and the low level of attention to public opinion. The core reasons for this educational disconnect contain: delays in updating guidance strategies, lack of efficient ways of interacting with online public opinion, and insufficient quality of educators on the web. To address these challenges, the higher education sector must quickly update its guidance strategies, establish a regular mechanism for communicating with online public opinion, and at the same time strengthen teachers' Internet understanding and media use skills.

### **3.2. The updating of educational content lags behind**

Nowadays, many institutions of higher education appear to be relatively lagging behind in updating the content of ideological and political education, and this lack of timeliness is not only reflected in textbooks, but also in actual classroom teaching and educational activities. In the traditional view, classroom education of ideology and politics mainly relies on direct indoctrination of students; however, today's social environment is an era of open and diversified information, and

the Internet has turned into one of the core ways for many people to pursue information and knowledge. With the rapid growth of online public opinion, the information that students are exposed to has become richer and more diversified, which makes students have more demands and personal qualities for ideological and political education. However, outdated educational materials cannot meet these actual needs of the student body, thus making students lose their enthusiasm for ideological and political education, and even develop antipathy or resistance feelings. The reasons behind this are mainly due to a variety of reasons such as the traditional ideological and political theory course content being outdated, the educational strategies used being too monotonous, as well as the teaching methods used not being able to satisfy the learning habits of modern college students.

### **3.3. The educational method is single**

One of the challenges that colleges and universities are currently facing in this area of Civic Education is the monotonous nature of teaching methods and models. The traditional duck-duck education and mechanical education methods still occupy a dominant position and lack diversification and two-way interaction. In this era of network popularization, college students' access to information has become richer. This single education method not only reduces its attractiveness, but also hinders students' thinking and participation opportunities, thus weakening the effectiveness of education. How to improve the teaching quality of ideological and political education classroom has become one of the key challenges that need to be dealt with urgently. It is difficult to stimulate students' passion for learning by relying on only one teaching strategy, and it is even more impossible to satisfy multifaceted academic needs. Along with the rise of the Internet era, information technology and online technology have brought great changes to the ideological and political education of college students<sup>[3]</sup>. Numerous students are eagerly looking forward to obtaining a more vital and practical ideological and political education, and hope to reap more creativity and in-depth reflection in actual teaching activities.

### **3.4. There is a shortage of teachers**

Under the influence of the current public opinion on the Internet, the ideological and political courses in higher education are experiencing a shortage of teachers' resources. Therefore, strengthening the monitoring and management of Internet public opinion has become the key to ensure the real effect of ideological and political education. At this stage, educators who have mastered the skills of guiding online public opinion and the quality of professional ideological and political education are relatively scarce, a situation that directly limits the growth of the potential value of the innovation of educational guidance mechanisms. In order to better guide online public opinion, teachers of ideological and political subjects in higher education should make full use of online teaching platforms, and at the same time enhance their professional competence by strengthening the training and construction of their teaching teams. Considering the inadequacy of teachers' skills, students often lack sufficient theoretical knowledge and practical experience when encountering the complexity and volatility of online public opinion, which further increases the difficulty of providing targeted guidance to students.

## **4. Innovation and optimization of guiding mechanism of ideological and political education in colleges and universities under the background of network public opinion**

### **4.1. The construction and network public opinion fusion guidance mechanism**

Given the uniqueness of online public opinion, it is necessary for institutions of higher education

to establish a system of ideological and political education and guidance that is closely linked to that public opinion. Based on "big data", observing and grasping the public opinion situation from a more macroscopic perspective, and carrying out targeted ideological and political education for college students have become the main direction of online ideological and political activities in higher education institutions<sup>[4]</sup>. The fundamental concept of this strategy is to use online platforms to track and study the dynamics of public opinion in real time, and effectively integrate this information into the Civics teaching curriculum, with the aim of guiding students to treat and analyze the online communication information in a more logical and rational perspective. This educational idea emphasizes that teachers not only need to have an in-depth and comprehensive understanding of various types of public opinions, but also need to adopt rapid and effective strategies to respond to these opinions.

#### **4.2. Update and enrich the content of ideological and political education**

Given the dramatic fluctuation of public opinion on the Internet, real-time updating of the content of ideological and political education in institutions of higher education has become particularly critical. Accompanied by the brand new pace of the new media era, Internet technology is changing rapidly, and numerous emerging media are appearing in an endless stream, which plays a profound role in the ideological and political education of college students. Regularly evaluating and updating the themes of ideological and political education is not only to follow the direction of educational progress, but also to make its content highly consistent with the actual learning needs of students<sup>[5]</sup>. Therefore, institutions of higher education should create a mechanism that is both flexible and efficient in updating the content, incorporating the latest developments and values of contemporary society into online public views, so that these views are closely related to the daily lives of students and stimulate in-depth thinking at the same time.

#### **4.3. To innovate diversified educational methods and methods**

Under the environment of network public view, finding and innovating various educational methods and strategies has turned out to be a key step in improving the ideological and political education guidance system in higher education institutions. With the gradual emergence of the wave of new mediaization, traditional educational methods no longer meet the educational and growth needs of modern college students, and the mode of ideological and political education in higher education is in urgent need of in-depth reform. The integration of multimedia and interactive teaching such modern educational methods can greatly revolutionize the teaching methods of ideological and political education, make it more vivid and interesting, and at the same time meet the specific needs of students. It can also significantly stimulate students' interest in learning, thus improving the quality of teaching. Through the use of multimedia tools, such as audio-visual media, image technology, etc., theoretical knowledge can be visualized to further stimulate students' cognitive enthusiasm and deepen their understanding<sup>[6]</sup>. Traditional teaching methods are mainly centered around the teacher, and students are often passive recipients of educational information, rather than actively exploring and solving practical problems. Interactive pedagogy encourages students to participate actively and ignites their passion for learning and thinking through various forms such as discussions, debates and role simulations.

#### **4.4. Strengthen the construction and training of teaching staff**

In the environment of public opinion on the Internet, it has become an urgent need to strengthen the training and construction of teachers of ideological and political education. Due to the arrival of

the information age, the traditional teaching of ideological and political theories can no longer meet the diverse needs of modern college students in terms of growth and development, so the Internet public opinion has gradually come to the forefront as a key factor influencing the all-round healthy growth of contemporary young students. In this period of time, higher education institutions need to grasp the key role of the construction of educational teachers, and actively plan and create a team of teachers who can deeply integrate the ideology of ideological and political education, and at the same time effectively respond to the doubts of the Internet public opinion. In order to create a scientific and comprehensive training and management structure for the Civics and Political Science teacher team, we must optimize the curriculum structure, improve the educational environment and strengthen the evaluation system. The establishment of a strong educational team plays a crucial and irreplaceable role in the step of stimulating innovative guidance mechanisms.

## 5. Conclusion

The core objective of this research is to explore in depth the new innovations in ideological and political education guidance of higher education institutions in the context of network public opinion, to reveal the problems of the current education guidance strategy, and to provide targeted improvement suggestions based on these problems. The paper clearly emphasizes that institutions of higher education should take the initiative to adjust themselves in the new era to meet the requirements of the development of the Internet, and at the same time actively explore new strategies and paths for the ideological and political education of college students in the new context, as well as maximize the positive effects of the Internet on the young people nowadays.

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