Research on Innovative Path of Ideological and Political Work of College Counselors in Micro-Era

Xinyuan Song[1,a,*], Shiyu Wang[1,b]

[1]School of Construction, Guangdong Institute of Technology, Zhaoqing, Guangdong, 526000, China
[a]834263771@qq.com, [b]510875453@qq.com
*Corresponding author

Abstract: With the rapid growth of information technology, the micro era has become one of the important characteristics of today's society. As an important force in Ideological and Political (IAP) work in universities, how to innovate IAP work methods, enhance the pertinence and effectiveness of IAP work in the context of the micro era, is an important issue currently facing college counselors. On the basis of analyzing the characteristics of the micro era, this paper explores the challenges faced by IAP work of college counselors, and proposes corresponding innovative paths. A questionnaire survey is used to investigate students' views on the innovative effectiveness of IAP work of contemporary college counselors. The survey result shows that the majority of students are relatively satisfied with the IAP work of college counselors, with only a small portion not recognizing their counselor's work.

1. Introduction

With the arrival of the micro era, new media platforms represented by microblogging, weibo, short videos and so on have risen rapidly and become an important channel for information dissemination and communication. As the main user group of new media, college students' ideology and value orientation are deeply influenced by the information dissemination in the micro era. This has brought new opportunities and challenges to the ideological work of college counselors.

The introduction part of this paper briefly explains the social background and characteristics of the micro-era, analyzes its influence and challenges on the work of ideology and politics in colleges and universities, so as to put forward the research significance and purpose of the paper. The literature review section reviews and summarizes the relevant studies on the innovation of Civic-Political work in the micro-age at home and abroad to provide theoretical support and reference for this paper. In the theoretical framework section, the basic concepts and theoretical foundations of the study are constructed, and the scope and boundaries of the study are clarified. Then, in the research methodology and data collection section, the methodology, data sources and data processing methods used in the study are elaborated in detail to ensure the scientificity and rigor of the study. In the part of empirical analysis and discussion, combined with specific cases or data, the form of questionnaire is used to conduct an in-depth study on the innovation path of the

ideological work of college counselors in the micro-era, and to explore its influencing factors, effectiveness and problems.

The contributions of this paper are: (1) attaching importance to the application of personalized tutoring in the work of Civic and Political Affairs, the tutor, through in-depth exchanges with students, understands the individual needs of students and provides targeted tutoring. This kind of personalized counseling can better meet the needs of students and improve the relevance and effectiveness of Civic Education. (2) Emphasizing the importance of interaction and communication between teachers and students in Civic and Political work. Through the use of new media tools, this paper builds a communication platform for teachers and students, encourages students to raise questions and express views, and makes civil and political education no longer just indoctrination, but a process of discussion and common progress between teachers and students.

2. Related Work

Scholars generally believe that micro-media has become an important channel for students to obtain information and express their views, and counselors should make full use of this platform to interact with students through microblogging, weibo, wechat and other social media to disseminate positive energy and guide students to form the correct values. Kang X studied the design of ways to integrate curriculum IAP education into the construction of the marketing curriculum in the context of the new era. He discussed how to combine IAP education with marketing courses in order to cultivate students' comprehensive quality [1]. Zhang Y analyzed the work ideas of college counselors in students' entrepreneurship and employment education. He discussed how counselors can support students' entrepreneurship and employment activities more effectively [2]. Yao L discussed the operational dilemmas and practical improvement paths of school social work in the working model of network IAP education in colleges and universities. He analyzed the role of social work in online IAP education and the challenges it faces, and proposed solutions [3]. Chen K, Zhao W studied the way of integrating integrity education into the construction of "big IAP courses" in universities. He discussed how to strengthen IAP education in universities through integrity education [4]. Morawska-Jancelewicz J discussed the role of universities in social innovation in the quadruple/quintuple helix model and drew practical significance from the Polish experience. He analyzed the role of universities in promoting social innovation [5]. Opara M et al. studied the micro-activities of public sector employees in the growth of public-private partnerships in the United States. He explored the role of these "invisible actors" in the implementation of public policy [6]. She C studied the mechanism of the influence of curricular philosophy on the national identity of college students, with a special focus on the role of cultural self-confidence and school climate. He discussed how to enhance students' sense of national identity through curricular politics [7]. Larrinaga A et al. analyzed the political learning of young Basque nationalists in the post ETA period. They explored the learning process and impact of these young people in the context of political change [8]. Gabel S G et al. reviewed the role of social workers he as human rights professionals in the field of justice. He explored the history and future direction of social work in advancing social justice and human rights [9]. Dong M et al. examined employment management systems. They explored how to establish and improve employment management systems to promote employment [10]. Although there have been scholars on the micro-era of college political work carried out a preliminary discussion, but for the college counselor political work innovation path of the research is still insufficient, combined with the characteristics of the micro-era, innovation of college counselor political work methods, is the focus of the current research.

3. Method

3.1 Characteristics of the Micro-Age

Micro era, as a brand new era of information dissemination, has the following significant features:

(1) Fast information dissemination: with the mobile Internet as the main communication medium in the micro era, information can be rapidly disseminated to all corners of the world in an instant through social platforms such as microblogging and wechat [11-12]. This immediacy makes the information can quickly cover a wide range of people, greatly improving the efficiency of information dissemination.

(2) Fragmentation of information content: information dissemination in the micro era is mainly short and concise, such as the 140-character limit of microblogging, which makes the information content more refined and concise. This fragmented form of information adapts to the fast-paced lifestyle of modern people, but at the same time, it also brings about the shallowness and one-sidedness of the information content.

(3) Strong information interactivity: the social platform in the micro era has strong interactivity, and users can interact with others in real time by liking, commenting, forwarding and so on [13-14]. This interactivity makes information dissemination no longer unidirectional, but bidirectional or even multidirectional, which greatly enhances the effect of information dissemination.

(4) Diversification of information sources: the information sources in the micro-era are very extensive, including not only traditional news media, but also all kinds of self media, enterprises, individuals and so on. This diversified information sources make the information content more abundant and diversified, but at the same time also increase the difficulty of information screening.

3.2 The Current Situation of the Work of Ideology and Politics in Colleges and Universities

(1) Insufficient innovation of educational content: the current content of the IAP work in colleges and universities is relatively single, mainly limited to traditional theoretical knowledge and policies and regulations. This single educational content is difficult to arouse students' interest and resonance, and it is difficult to adapt to the diversified and personalized needs of students in the micro era [15-16]. Therefore, the ideological work of colleges and universities need to constantly innovate the content of education, and introduce more new elements that are close to the lives of students and in line with the characteristics of the times.

(2) Lagging educational methods and means: the traditional way of Civic and Political Education is based on classroom lectures and lacks interaction and communication with students. In the micro era, students are more inclined to obtain information and express their views through social media and other channels. Civic and political work in colleges and universities need to actively explore new educational methods and means, such as the use of social media platforms to carry out online teaching, interactive discussions, etc., in order to improve students' participation and learning effect.

(3) Teachers' strength needs to be improved: the overall quality and ability level of the teachers' team of IAP work in colleges and universities have an important impact on the quality and effect of IAP work. However, at present, the teacher team of IAP work in colleges and universities generally has problems such as old age, aging knowledge structure and insufficient practical experience. Therefore, colleges and universities need to increase the cultivation and selection of the faculty of IAP work, and improve the professional quality and practical ability of teachers.

(4) Increased challenges: the arrival of the micro-age has increased the challenges faced by the IAP work in colleges and universities. On the one hand, students are facing a more complex and diversified information environment, and they need to improve their information screening ability

and media literacy; on the other hand, the diversification of students' ideology and value orientation also increases the difficulty of the work of ideology and politics. Therefore, the ideological work of colleges and universities needs to adapt to the changes of the times and actively explore new working methods and paths.

4. Results and Discussion

4.1 Innovative Path of Civic and Political Work of College Counselors

1). Defining the concept of civic and political work and strengthen theoretical armament

College counselors should have a deep understanding of the core values and goals of civic and political work, and clarify their role and positioning in civic and political work. It is necessary to strengthen theoretical learning, improve political literacy, firm ideals and beliefs, and ensure the correct direction of civic and political work. At the same time, it is necessary to focus on the combination of theoretical knowledge and practical work, and integrate the Civic and Political education into the students' daily learning and life, so that the students can accept the Civic and Political education in a subtle way [17-18].

2). Innovating the way of civic and political work and expand the service field

Counselors in colleges and universities should actively explore new ways and means of civic and political work, break the constraints of the traditional education model, and innovate the content and methods of civic and political education. They can guide students to pay attention to social hotspots, think about life issues, and set up correct values by carrying out activities such as theme class meetings, special lectures, and social practice. At the same time, it is necessary to focus on the use of modern information technology means, such as the network, micro letter, microblogging, etc., to expand the service area of the work of the IAP work, and improve the coverage and influence of the work of the IAP work.

3). Establishing multi-party cooperation mechanism to promote common building and sharing

College counselors should actively establish cooperative relationships with all parties inside and outside the school to form the synergy of the ideological work. They can establish close contact with other departments of the school, student organizations, social groups, etc. to jointly carry out activities of ideological education, and invite experts, scholars, entrepreneurs, outstanding alumni, etc. to enter the campus for face-to-face exchanges with the students and to share their life experience and wisdom [19-20].

4). Focusing on students' needs and achieve personalized counseling

College counselors should have an in-depth understanding of the needs and characteristics of students, provide personalized counseling and services for the different needs of different students, collect students' opinions and suggestions by means of questionnaires and symposiums, understand the ideological dynamics and psychological changes of students, and provide personalized solutions and suggestions for the different problems of different students, so as to help students solve their puzzles and problems.

5). Strengthen team building and improve overall quality

College counselors should focus on team building to improve the overall quality and working ability of the team. They can strengthen the communication and collaboration among team members through regular business training, experience exchange, team building and other activities, improve the cohesion and combat effectiveness of the team, encourage team members to actively participate in academic research, subject declaration and other activities, and improve the professionalism and innovation ability of team members.

4.2 Data Collection and Processing

4.2.1 Questionnaire Survey

The questionnaire was designed to get a comprehensive understanding of students' attitudes and participation in Civic Education in colleges and universities. The questionnaire first collected students' basic information, including their colleges, grades and genders. The questions in Table 1 explored students' satisfaction with the Civics and Political Science program, their participation in classroom discussions, and their frequency and feelings of participating in the school's Civics and Political Science education activities. In this paper, students were asked about their views on the content of the Civics program and how they would like the school to improve Civics education. Finally, a random sampling method was adopted, with a total of 400 questionnaires distributed and a total of 389 valid questionnaires collected to ensure the breadth and representativeness of the survey samples. At the same time, statistical principles will be used to calculate descriptive statistical indicators such as mean and standard deviation, and advanced statistical methods such as correlation analysis will be used to deeply understand the relationships and trends between the data, providing strong data support for the improvement of IAP education in universities.

Table 1: Questionnaire questions

Question	Level				
How satisfied are you with the current Civics course?	Very satisfied	Satisfaction	General	Not satisfied	Very dissatisfied
How do you usually participate in Civics class discussions?	Very positive	Positive statement	Silent thinking	Rarely involved	Nonparticipation
How do you find these activities helpful in your Civics education?	Very helpful	Helpful	General help	Not helpful	Very useless

4.2.2 Survey objects and random sampling

(1) Survey subjects: Undergraduate and graduate students in the entire school.

(2) Random sampling algorithm:

Determining the overall size (N): the total number of undergraduate and graduate students in the school.

Determining sample size (n): according to statistical principles, this article can use the following formula to determine the sample size (using estimating the proportion of a certain feature in the population as an example):

$$n = \frac{(Z2 * p * (1\text{-}p))}{E2} \tag{1}$$

Among them, n is the sample size, Z is the Z-value corresponding to the confidence level (e.g. the Z-value corresponding to the 95% confidence level is 1.96), p is the estimated value of the proportion of the population with this feature (which can be set as 0.5, i.e. the maximum variability), and E is the allowable error (e.g. 5%).

(3) Data processing method formula:

The average is the sum of all values divided by the number of values:

$$Mean = \frac{\sum x}{n} \tag{2}$$

The standard deviation measures the degree of dispersion between a numerical value and the mean, with the larger the standard deviation, the more dispersed the distribution of the numerical value; the smaller the standard deviation, the more concentrated the distribution of values.

$$\text{Standard Deviation} = \sqrt{\frac{\sum (x - \mu^2)}{n}} \tag{3}$$

The standard deviation is obtained by calculating the sum of squares of the differences between each value and the mean, and then taking the square root of the mean. The process of square root is to ensure that the standard deviation has the same unit as the original value and does not lose sign information due to the square of the difference. The larger the standard deviation, the wider the distribution of values, that is, the higher the degree of dispersion of values; the smaller the standard deviation, the narrower the distribution of values, that is, the lower the degree of dispersion of values.
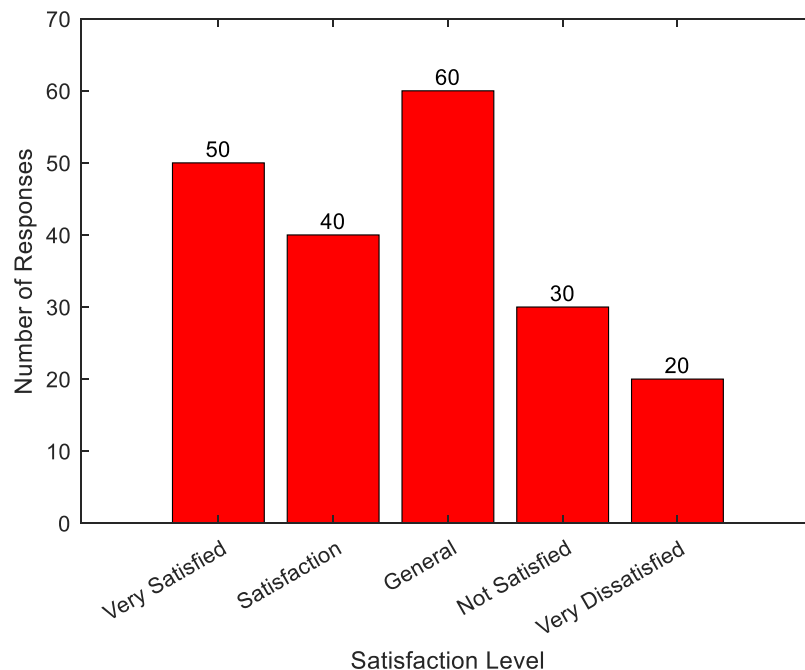
4.3 Discussion of Results

Figure 1: Students' satisfaction with the IAP work of college counselors

As can be seen from the survey data in Figure 1, out of all the survey data, excluding the data that were not explicitly answered, there were a total of 200 answers, and the students' satisfaction with the Civics and Political Science work reached 50 cases of being very satisfied, 40 cases of being satisfied, 60 cases of being moderately satisfied, 30 cases of being dissatisfied, and 20 cases of being very dissatisfied. As can be seen in Figure 1, the satisfaction level gradually decreases from very satisfied to very dissatisfied. The highest level of satisfaction is very satisfied with 50 responses while the lowest level of satisfaction is very dissatisfied with 20 responses. The majority

of respondents hold a positive attitude towards the IAP work of counselors, with 90 being very satisfied and 45% being satisfied, accounting for a total of 200. The number of general levels is 60, indicating that a considerable number of respondents hold a neutral attitude towards the IAP work of counselors. The two levels of dissatisfaction and extreme dissatisfaction accounted for 50 out of 200, accounting for 25% of the total. This indicates that some respondents hold negative views on the IAP work of counselors. This indicates that counselors have achieved certain results in IAP work, but there is still room for improvement. Especially for those respondents who hold a neutral or negative attitude, it is important to understand their specific dissatisfaction and take corresponding improvement measures. Such data analysis helps school management and counselors understand the effectiveness and shortcomings of their work, and develop more effective strategies to improve the quality of IAP work and student satisfaction.
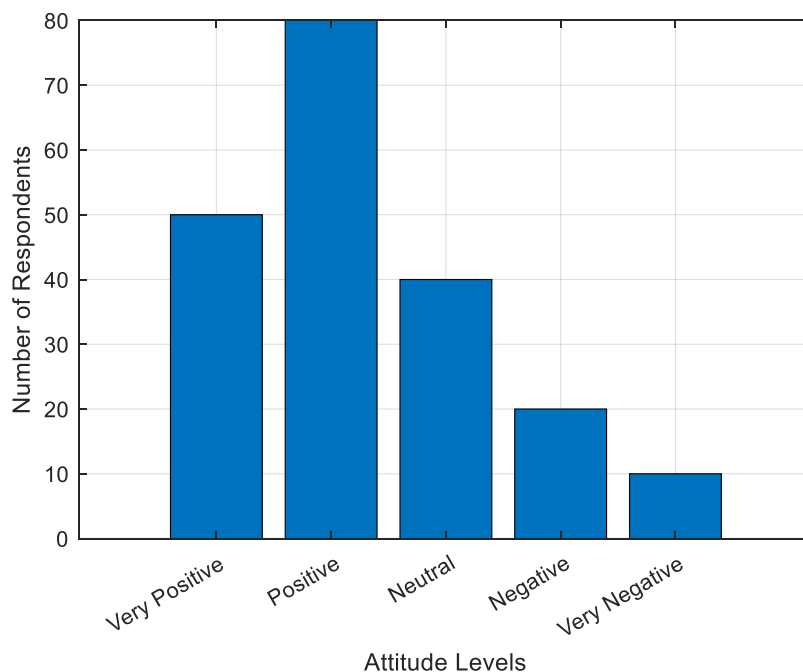

Figure 2: Students are active in the discussion of public courses

From the data in Figure 2, it can be seen that 50 of them actively participate in public class discussions, accounting for 25% of the total; there are 80 positive responses, accounting for 40% of the total; there are 40 neutral attitudes, accounting for 20% of the total; there are 20 negative responses, accounting for 10% of the total; there are 10 very negative responses, accounting for 5% of the total. From left to right, the majority (65%) of students are very positive and proactive, while the proportion of negative and very negative students is relatively small (15%). This represents that the IAP work of its university counselors has done well in some aspects, but there is still a lot of room for improvement overall.
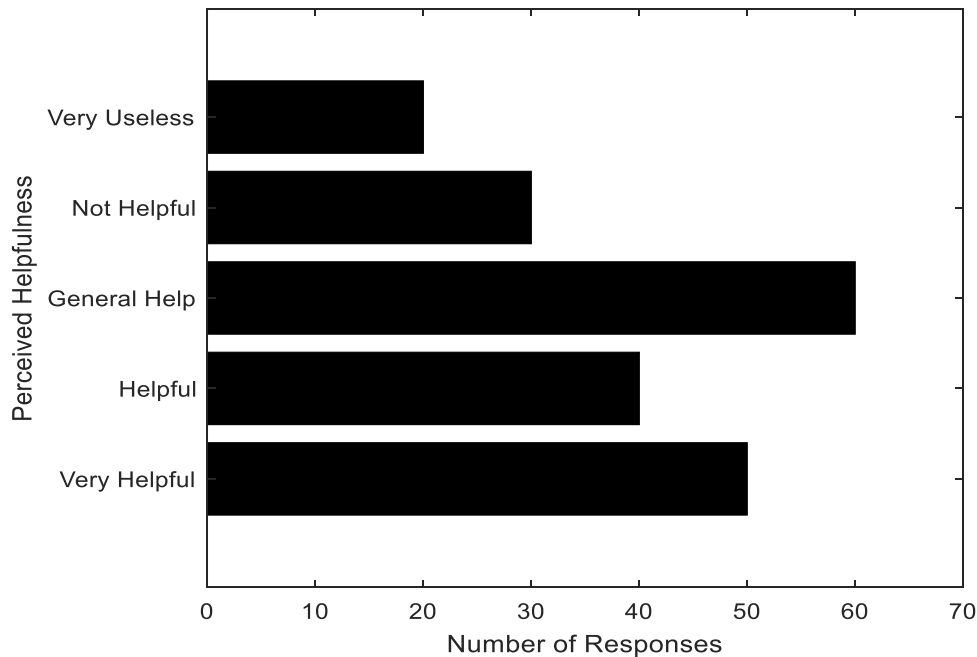
Figure 3: The degree of students' perception of the effectiveness of IAP work

According to the data in Figure 3, 50 students found it very helpful; there are 40 helpful ones; there are generally 60 pieces of assistance; there are only 30 cases where there is only a little help; there are 20 very useless ones. This data change indicates that the majority of respondents believe that the IAP work of counselors is helpful, with the highest number of respondents considering it "very helpful" or "helpful", accounting for 45% of the total. While the number of respondents who believe that it is generally helpful is relatively high, accounting for 30% of the total. Some respondents believe that the IAP work of counselors has provided a certain degree of assistance. However, the number of respondents who believe that "only a little help" and "very useless" are relatively small, accounting for 15% and 10% of the total, respectively. Respondents believe that the IAP work of counselors is not very helpful or completely useless.

5. Conclusion

This paper focuses on the "micro-era college counselor civic work innovation path" to carry out in-depth research, first of all, explained the background characteristics of the micro-era and its challenges and opportunities for the civic work of colleges and universities, followed by an analysis of the importance of the role of college counselors in the civic work of the role of the positioning, a detailed discussion of how to innovate the civic work path of college counselors in the micro-era. After that, this paper analyzes the importance and role positioning of college counselors in the civic work, and discusses in detail how to innovate the path of civic work of college counselors in the micro-era, use new media tools to carry out civic education, build a combination of online and offline civic education mode, and strengthen the interaction and communication between teachers and students. Although this paper carries out a more comprehensive study on the innovation path of the civic work of college counselors in the micro-era, there are still some shortcomings, slightly weak in the theoretical analysis, and failing to conduct in-depth exploration and excavation of the theory of civic education in the micro-era. In the future, we should actively use big data, artificial intelligence and other new technological means to carry out accurate civic education and

personalized services to improve the relevance and effectiveness of civic work.

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