

## Cultivation Plan of College Students' Network Mainstream Thought from the Perspective of Core Values

Huanquan Shen<sup>1\*</sup>, Min Chen<sup>2</sup>, Haoyan Mu<sup>1</sup>, Hongming Pan<sup>3</sup>, Zengzheng Qiao<sup>4</sup> and Dandan Liu<sup>5</sup>

<sup>1</sup>Office of the Counselor for Basic Medical School

<sup>2</sup>Innovation and Entrepreneurship Teaching and Research Office,

<sup>3</sup>Basic Medical College

<sup>4</sup>Department of Social Sciences

<sup>5</sup>School of Pathology, Qiqihar Medical University

Qiqihar Medical University, No .333,Bukui North Street, Jian hua District, Qiqihar, Heilongjiang Province

Correspondence Author E-mail: qyjshqyx@163.com

**Keywords:** Core Values; College Students; Ideological and Political Education; Mainstream Internet Thinking; Training Programs

**Abstract:** With the advent of the Internet era, it has brought a huge impact on people's lives, work, and studies, making the Internet widely used in various fields and playing its important role and value. The development of network ideology is the continuous development and growth in the space of information network, which provides security guarantee for its stable development. The purpose of this article is to study the training plan for the mainstream thinking of college students from the perspective of core values. This article first analyzes the predicament of the current mainstream ideology construction of colleges and universities, and then proposes a mainstream ideology construction plan for colleges and universities in view of the problems of single propaganda, difficult, and limited tradition in the construction of mainstream ideology of colleges and universities. This article uses a questionnaire survey to select 300 college students as the survey object. Statistics are provided on the answers to "Do you understand the core values of socialism" and "Transfer relevant information about core values of socialism to friends" that you think are valuable? Only 51% of the college students who understand the core values of socialism have a strong desire to transmit information. It can be seen that the socialist core values are poorly transmitted in social networks.

### 1. Introduction

With the economic globalization and the popularization of the Internet, the world's exchanges have broken all the original restrictions. The influx of ideology and the collision of Eastern and Western cultures have gradually eliminated the original natural and social environments restrictions on the educational environment. The people are pursuing spiritual life more and more under the premise of gradually enriching their material life. They have more specific and strict requirements for the improvement of the education system and the allocation of educational resources. The technological innovation since the media era has greatly affected the post-95 college students. Influence, the pursuit of independent personality requirements, and the degree of openness to accepting new things all make it more expected and dependent on the Internet and new media. Most colleges and universities still have problems in the targeted cultivation and dissemination of socialist core values. First, there are misunderstandings that ideological and political education is the dissemination of socialist core values, ignoring ideological and political education as a whole concept. Secondly, the core values of socialism are split into 12 words for preaching and education separately, ignoring their completeness. Thirdly, when the new media promoted the socialist core

values, there was a confusion between its meaning and moral standards. Ignoring the socialist core value system was not only an important part of building a harmonious socialist society.

Chinese colleges and universities shoulder the important responsibility and mission of cultivating youth and students' moral, intellectual, and physical development. It is the foundation of ethics and an important place for ideological construction. It plays an irreplaceable role in shaping young people's values [1-2]. General Secretary Xi Jinping pointed out at the National University Ideological and Political Work Conference, "China's higher education has a major task to cultivate the comprehensive development of morality, knowledge, and physical beauty of socialist cause builders and successors, and must adhere to the correct political direction" [3-4]. In the era of the rapid development of network information, the network has penetrated into all aspects of daily production and learning. The network virtual society has profoundly affected the lifestyle, thinking and behavior of college students. The construction of college networks is facing opportunities and challenges in the age of the Internet. The construction of mainstream ideology is particularly important [5-6].

This article analyzes the predicament of the current mainstream network ideology construction in colleges and universities, and then proposes a mainstream network ideology construction plan for colleges and universities in light of the problems existing in the mainstream network ideology construction in colleges and universities. This article found through investigation that socialist core values are poorly transmitted in social networks [7-8].

## **2. Method**

### **2.1 Difficulties in the Construction of Mainstream Ideology in Colleges and Universities**

(1) The mainstream ideological propaganda method of the Internet is single, relying on theoretical indoctrination

At present, the mainstream ideological education in colleges and universities is mainly undertaken by ideological and political teachers. Teachers assume the main body of online ideological and political education. Students are in a passive position. Teaching is mainly based on a single theoretical indoctrination. The lack of interaction and communication makes it difficult for contemporary college students to raise interest and cannot Really achieve the purpose of shaping college students' values [9-10]. In the information age of the Internet, we cannot rely on a single theory to infuse the mainstream ideology. This will easily make students feel disgusted and indifferent, the classroom atmosphere is not active, and student participation is not high, which is not conducive to the shaping of university students' outlook on life and values. A considerable part of the group of college students can't have real interest in ideological and political classes, the class efficiency is not high, and their participation needs to be improved.

(2) Unpredictable changes in the network environment, making construction more difficult

There is a clear difference between the online virtual world and the real world. The virtual environment is unpredictable. Netizens can express their opinions in every corner of the world. Information dissemination can be spread throughout the network in a very short period of time. Young college students are concerned about the active elements of the network. The degree will be higher, which will make it more difficult to construct the mainstream ideology of the Internet [11-12]. The network environment is complex and complicated, and external forces are easy to penetrate, causing psychological panic at the network level, which is not conducive to the construction of mainstream ideology of colleges and universities.

(3) Lack of innovation in response thinking and limitation of traditional models

With the development and application of the Internet, some achievements have been made in the construction of the mainstream ideology of the Internet in universities, but overall there is still a lack of innovation. For example, many universities open WeChat public account platforms for propaganda and education, but in general their thinking is relatively traditional. The content of propaganda is mainly official information, and the content of new and lively mainstream ideology is less. The education guidance of university students' values is limited to "what", lack of "why" and

“how to do it”, and did not really instill education guidance from theory to actual life in learning, which is equivalent to “knowing it but not knowing why” . Therefore, the construction of mainstream ideology of college network still needs to be explored.

## **2.2 College Network Mainstream Ideology Construction Program**

### **(1) Give full play to the role of network ideological and political education of college teachers**

First of all, teachers should set an example in teaching and educating people. They should set an example in actual work, establish a good image of teachers, keep their own mission and obligations in mind, and guide the shaping of students’ values. Teachers, ideological and political teachers, youth cadres, party members, teachers and students, ideological and political counselors, etc., provide specialized network knowledge and ability training for teachers to enhance teachers’ ability to control the network. Finally, an information administrator team can be established. Quickly and efficiently respond to the sudden network situation in colleges and universities, and at the same time guide the college students’ network from the actual situation, step by step, so as to promote the construction of mainstream ideology in colleges and universities.

### **(2) Innovating the core values of socialism to guide publicity on the Internet**

The propaganda of mainstream ideology in colleges and universities is mainly the publicity propaganda of the core values of socialism for contemporary college students. There are various ways to innovate, which can be carried out mainly from the following aspects: First, the outstanding elements in our traditional culture are combined with the ideology and knowledge of contemporary college students to carry out online publicity propaganda. Second, carry out a variety of network virtual practice activities under the guidance of socialist core values. College students, as the main body of active thinking, the younger generation has great vitality and creativity in the new growth environment. There are a variety of online media, new media software is rich and diverse, and useful online volunteer services and public welfare activities are carried out. At the same time, vivid and interesting videos, novel and creative pictures, in-depth analysis of news observation and comments are combined with the characteristics of students’ thinking, and positive Interactive participation and other forms guide college students to actively participate.

### **(3) Strengthen the network system construction from multiple levels**

First, starting from the ideological level, enhance teachers’ awareness of the mainstream ideological construction of the Internet. Correctly view the opportunities and challenges of network development for the construction of mainstream ideology of the network, meet the opportunities of the network age, and overcome the challenges. Colleges and universities should put the construction of mainstream ideology on the Internet in an important position, conduct regular training and exchange of Marxist ideas, give play to the important role of young Marxist colleges, enhance the sense of value recognition of teachers and students in colleges and universities, and combine the development of ideological and cognitive development of Chinese college students with the Internet the characteristics of the virtual world, give full play to the principle of combining online ideological and political work with offline work; vigorously carry out Marxist online multimedia propaganda, and use colorful media to combine the times with the psychological characteristics of college and university students, thereby enhancing young Internet students Sense of value. Second, proceed from the system level and carry out corresponding network legislation. Formulate corresponding network management laws and regulations, and give full play to the role of legislation in promoting network public opinion and the construction of online communities, and promote the institutionalization of university networks. Although there are many network-related laws in China, there are no specific laws and regulations and corresponding regulations for university networks. Regulations on technology and behavior are regulated from the perspective of the legal system. The National People ’s Congress and its standing committee shall promptly and effectively carry out the formulation, modification and abolition of university networks and public opinion laws in accordance with the actual situation. Thirdly, starting from the technical level, we will speed up the construction of network informatization in Chinese universities and invest more human, material and financial resources at the level of network information technology. On the one

hand, reduce the technical gap with developed countries, strengthen the defense ability of network information security, carry out multi-faceted network cooperation, increase efforts to cultivate network talents, and establish a network information public opinion management team in universities; on the other hand, cultivate professional talent guidance. The ideological and political construction of colleges and universities should strengthen the ability to cope with the emergencies of the network, improve from both the technical and professional aspects, and strengthen the construction of the mainstream ideological soft power of the network.

### 3. Experiment

#### 3.1 Subject

Of the 300 valid samples in this study, 60 were males, accounting for 20% of the total number; 240 were females, accounting for 80% of the total number, all were college students aged 18-22. Among them, freshman students accounted for 15.97%, sophomore students accounted for 39.3%, junior students accounted for 23.32%, senior students accounted for 21.41%, and the sample grade distribution was average. The types of majors studied in the sample include medicine, science, engineering, and management, covering most of the disciplines in Chinese universities at this stage. Among the samples investigated, the number of Communist Youth League members accounted for 85.3%, the masses accounted for 4.15%, and the party members accounted for 10.55%.

#### 3.2 Test Method

In order to put forward a strategy of using social networks to spread core socialist values, this paper uses a questionnaire survey to investigate the status of social network applications of 300 college students, and tries to understand the basic use status and acceptance behavior of the respondents' social networks. Regularity. Due to the limitation of the questionnaire distribution methods and research conditions, there may be some errors in the results of the questionnaire survey. The 300 questionnaires issued were all valid questionnaires.

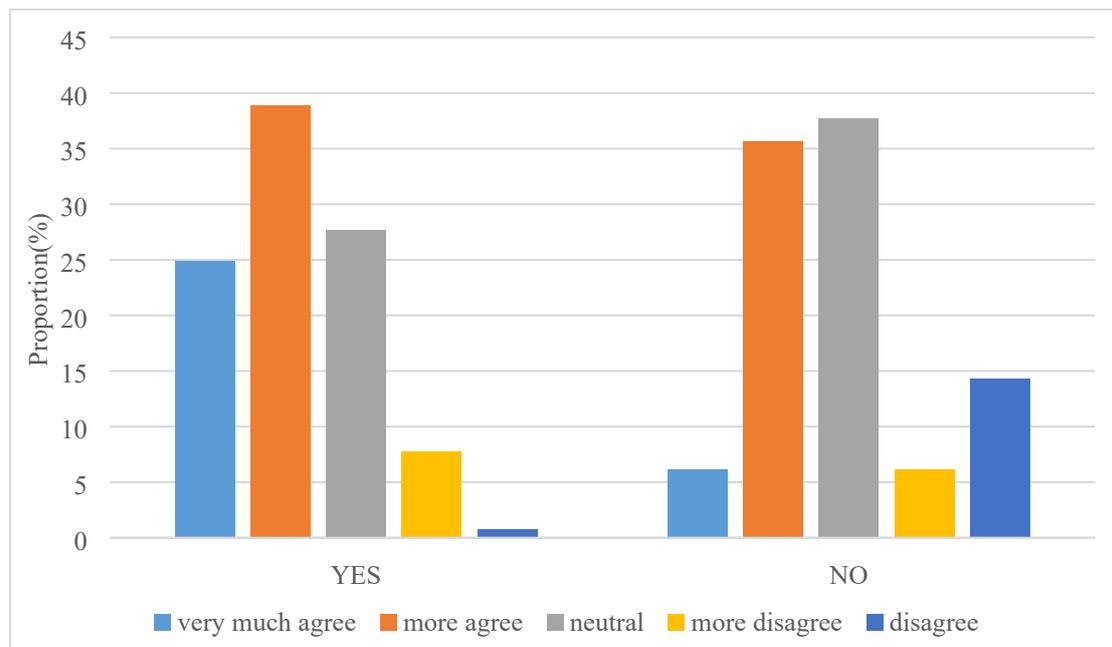
### 4. Discussion

#### 4.1 Experimental Results and Analysis

Statistics on the answers to the questions of "Do you understand the core values of socialism" and "Passing information about core values of socialism to friends" that are deemed valuable? About 51% of the students who strongly expressed the desire to transmit information accounted for 10%, and 10% of the students expressed their unwillingness to pass. Of the students who do not understand the core values of socialism, only 7.14% of the students have a strong willingness to pass information after understanding. The experimental results are shown in Table 1 and Figure 1:

**Table 1.** Experimental results

YES					NO				
very much agree	more agree	neutral	more disagree	disagree	very much agree	more agree	neutral	more disagree	disagree
24.86	38.89	27.72	7.77	0.75	6.14	35.71	37.72	6.14	14.29



**Figure 1.** Experimental results

#### **4.2 Suggestions on Cultivating the Mainstream Ideology of College Students on the Internet**

##### **(1) Real-time supervision and joint intervention**

According to the immediate, convenient, and rapid characteristics of the popularization of information, the network supervision of colleges and universities needs to achieve real-time supervision, so as to respond quickly when there is a problem. Not only should we focus on monitoring after the fact, but also take precautionary measures in advance to stifle the crisis in the cradle. For some hot issues, if students encounter ambiguous facts, universities need to publish the correct information for clarification through official Weibo and WeChat. University network supervision requires systematic thinking, and it also requires knowing how to integrate forces from all relevant people. Ideological and political theory courses are the main channels for university moral education. In the course of ideology and politics in the Internet era, teachers should strengthen ideological education, make Marxist theory penetrate into students' hearts in a practical way, guide "microculture" and create "microenvironment". University youth league committees, offices, students and consultant teams, important college and student activities, changing ideological concepts, good interaction between educated teachers and friends, and changing the role of university network supervision, it is necessary to mainly The role of the channel. At the same time, the propaganda positioning of universities and colleges-the school's propaganda department, radio stations, school newspapers, etc. must also actively cooperate. The good work of student communication and exchange is not only in the case of university and university network crisis, in order to show reliable public information, it is necessary to accurately disclose reliable solutions.

##### **(2) Set up a special network supervision department**

College network supervision requires specialized public opinion supervision departments to carry out professional and mature network supervision and regulation. This is not only because of the immediacy and complexity of information transmission in the Internet era, but also because of the extreme importance of network supervision. Professionalized network supervision can train a group of high-quality network supervision teams. With the help of big data and other technical advantages, we conduct comprehensive data collection and scientific analysis, discover the correlation between the data, and timely predict the future development trend of online public opinion. Therefore, in order to block the spread of negative information, measures can be taken in a timely and effective manner to gradually establish a sound crisis warning mechanism.

**(3) Innovate the network feedback mechanism of college students' network ideological and political education**

Various micro-media such as WeChat and Weibo are not only a tool for disseminating college students' voice and text information, but also integrate various communication methods such as voice and image. This form is very suitable for the needs of college students. The spread of network information can quickly occupy the field of vision and opinion of college students. Teachers should adapt to the characteristics of rapid iteration of network information, and actively participate in and guide college students' network discussions and concerns. Feedback from online public opinion should be based on more effective online media to form a point-to-point, point-to-face, face-to-face public opinion feedback mechanism, namely students and schools, colleges and counselors, students and counselors. College counselors play an important role in connecting feedback mechanisms.

## 5. Conclusion

Facing the law of value formation and the complex situation in the ideological field, we actively explored a long-term mechanism to cultivate and establish the core values of socialism. We can clarify the necessity and problems of cultivation and the long-term mechanism of realizing the core value system of socialism, adhere to the main channel of classroom teaching, conduct field investigations and analysis, combine the current situation, use network resources correctly, and reasonable specific measures effectively. Effectively establish a long-term mechanism to cultivate college students' socialist core values.

## Acknowledgement

This work was supported by the Social Science Foundation Project of Qiqihar Medical University (Project No.: QYSKL2019-05)

## References

- [1]. Lieven Annemans, Ségolène Aymé, Yann Le Cam. Recommendations from the European Working Group for Value Assessment and Funding Processes in Rare Diseases (ORPH-VAL)[J]. Orphanet Journal of Rare Diseases, 2017, 12(1):50.
- [2]. Pastor L M . Editor's Note: Maternity, its Value and Sense as Core of the Bioethical Debate on Surrogated Motherhood[J]. Cuadernos de bioetica: revista oficial de la Asociacion Espanola de Bioetica y Etica Medica, 2017, 28(93):151-152.
- [3]. Weina Liu, Mike Z He, Yunle Wang. Differences in health-related behaviors between middle school, high school, and college students in Jiangsu province, China[J]. Asia Pacific Journal of Clinical Nutrition, 2017, 26(4):731-737.
- [4]. Sumida M , Fontanilla T M , Tschann M . Perspectives of College Students About Sex Education in Middle and High School[J]. Journal of Pediatric & Adolescent Gynecology, 2018, 31(2):179.
- [5]. John D. Eigenauer. Untangling the Complexities of Radical Enlightenment[J]. Huntington Library Quarterly, 2018, 81(1):153-156.
- [6]. Schefold B . Economics without Political Economy: Is the Discipline Undergoing Another Revolution?[J]. Social Science Electronic Publishing, 2017, 81(3):613-636.
- [7]. Sutton D . Arrival: Anthropology in Hollywood[J]. Anthropology Today, 2018, 34(1):7-10.
- [8]. Shajahan Kutty, Debarati Sen. A Robust and Efficient Beam Training Scheme for Millimeter Wave Indoor Communications[J]. Iet Communications, 2017, 12(2):157-168.
- [9]. Djalali, Ahmadreza, Della Corte, Francesco, Segond, Frederique. TIER competency-based training course for the first receivers of CBRN casualties: a European perspective[J]. European Journal of Emergency Medicine, 2017, 24(5):371-376.

- [10]. Petropoulos, Fotios, Goodwin, Paul, Fildes, Robert. Using a rolling training approach to improve judgmental extrapolations elicited from forecasters with technical knowledge[J]. International Journal of Forecasting, 2017, 33(1):314-324.
- [11]. Zhang X , Song K , Li C , et al. Doppler scale estimation scheme for MIMO-OFDM mobile underwater acoustic communication system[J]. Journal of Southeast University, 2017, 47(2):215-219.
- [12]. Zijie Xu, Guangliang Ren, Yang Zhang. Phase noise pre-correction scheme for SC-FDMA signals in LTE-uplink[J]. Chinese Journal of Electronics, 2017, 26(3):634-639.