

Analysis of the Limiting Factors of University Thinking and Political Education in the New Media Environment

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Abstract. The rapid development of new media has changed the way of information acquisition and knowledge transfer, and also shaped a new educational field, university civic education is faced with the comprehensive impact of the new media environment, and the differences in the performance of this impact on teachers and students and the specific characteristics of this impact need to be further defined, therefore, empirical research around this theme, questionnaire surveys and individual interviews with students and teachers of several private universities, and through the collation and analysis of the data obtained from the research, it was found that the impact of the new media on the distribution of the diverse situation of the students and teachers, and the students of the learning and life of the dual constraints on the civic education of the University of New Challenges.

Keywords: New Media Environment, Analysis of limiting factors, Empirical studies

1 Introduction

People can video chat with friends and relatives from other places through new media, and upload information and share what's new around them through new media People are more and more dependent on new media, so what is the current situation of new media use among college students and what are the effects of it? Through questionnaire research and student symposium on the use of new media by college students, we try to find the combination of new media and college political education, explore new methods and approaches of college political education in new media environment, and further improve the effectiveness of college political education work.

2 Research data analysis of the restrictive factors of university thinking education in the new media environment

With the development of Internet+ and big data, emerging media resources are constantly enriched and information dissemination is faster and more efficient. New media has become an important way for college students to obtain and exchange information, and is deeply concerned and loved by them.^[1] In the background of new media, it is of great significance to study and analyze the current situation of using new media by college students, and explore new methods and new laws of political education work of college students, which is of great significance to reform and innovate the methods of political education work in colleges and universities.

2.1 Students' contact and use status of new media

2.1.1 In the survey on students' understanding of new media. It can be seen from their answers that 85.18% of students in five colleges and universities are relatively aware of new media, and only 14.82% of students do not know and very much do not know. (Fig.1) This shows that new media has become the new show of the times and is no longer unfamiliar among the college students.

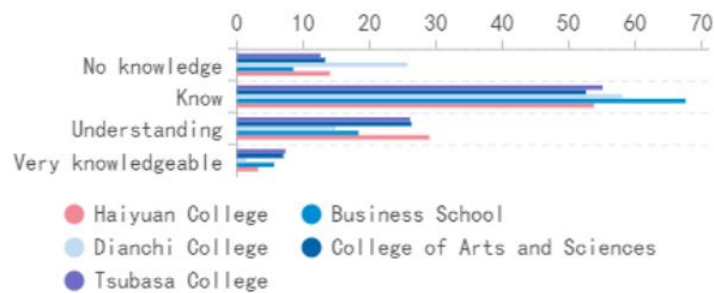


Fig. 1. Familiarity with new media

2.1.2 In the survey on the average daily time students use the Internet or cell phones to access the Internet, with the development of the times, cell phones and computers, these electronic products have basically become popular and are basically in a state where everyone has them. 28.5% of students use the Internet or cell phone for 2-3 hours a day, and 66.5% of students use the Internet for more than 3 hours a day, which means that the number of students who use the Internet for more than 2 hours a day is 95%. Therefore, the Internet or cell phone has become an indispensable part of college students. Even now, the student group has become "cell phone control", and in the classroom teaching, teachers also found the phenomenon of "low head" in the classroom. (Fig.2)

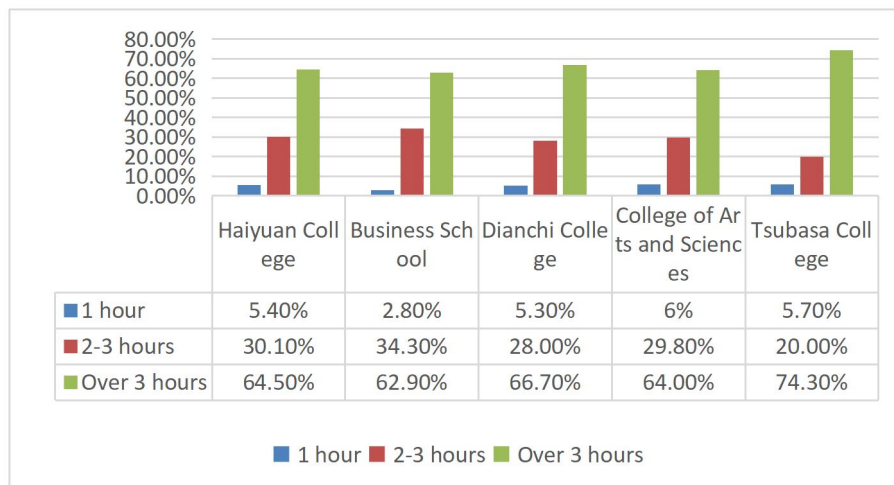


Fig. 2. Average daily time spent using cell phones online

2.2 Students' cognitive status of new media

2.2.1 In the motivation of using new media for college students, 43.96% of students get information through new media, 21.5% of students can communicate with teachers and friends through new media, 14.14% of students learn knowledge through new media, and 20.4% of students still use new media for leisure and entertainment. But in the total data, 79.6% of the students are still able to play the effective value of new media. Civic education workers, should make full use of the advantages of new media efficacy to mobilize students' learning enthusiasm and bring out the best utility of new media in the work of Civic Education.

2.2.2 When it comes to the conditions that emerge from the use of new media, from which it can be seen that although the emergence of new media has brought many benefits, the negative effects are also increasing, and students are addicted to the Internet, which affects their studies and also their physical and mental health. It has a negative impact especially in terms of wasting money and time. Inevitably, when using new media, we also have some negative effects. Therefore, when we use new media, we should see the "double-edged sword" of new media and take advantage of the advantages of new media, but also avoid the negative effects of new media. We can regulate the time students spend on new media, and we can also compensate for the cost of new media through institutional or state funding. (Table.1)

Table 1. The negative impact of new media on you

Content	Addicted to the Internet	Affects physical and mental health	Causes interpersonal disorders	Privacy Violated	Waste of money and time
College					
Haiyuan College	20.5%	19.6%	22.4%	18.3%	18.2%
Business School	24.3%	19.5%	18.9%	18.3%	18.9%
Dianchi College	30.0%	17.1%	16.6%	14.9%	25.3%
College of Arts and Sciences	22.3%	25.1%	17.9%	23.1%	23.1%
Tsubasa College	25.8%	16.6%	23.3%	17.2%	17.2%

2.3 The influence of new media on the work of college thinking and political education

2.3.1 When the survey on the use of new media in ideological and political theory classes was conducted, it accounted for 91.5%, 91.4%, 95.0%, 87.5%, and 77.1% in the percentage of use. From the total data, 88.5% of the five independent colleges and universities have started to use new media teaching in ideological and political theory classes. This shows that it has become a common trend to use new media in ideological and political theory courses in colleges and universities. Teachers of ideological and political theory courses should not escape from such a trend of the times, but should follow the trend and try to use new media to innovate the teaching methods and means of ideological and political theory courses. Colleges and universities should also actively encourage teachers of ideological and political theory

courses to carry out teaching reforms, explore better teaching methods and improve the effectiveness of ideological and political education.

2.3.2 In the big survey on the ways through which counselors carry out Civic Education, the proportions of using QQ group, Feixin group and Weixin group accounted for 36.4%, 42.6%, 45.5%, 49% and 38.3%. This shows that most colleges and universities now start to use new media for thinking education, and new media have become the main tools and means of thinking education for counselors. From the total data distribution, among the five colleges and universities, 42.36% of the counselors who are college and university thinking and political science workers make use of new media in their work, 32.04% still use the traditional classroom, and 25.6% conduct face-to-face communication. (Fig.3) The use of new media may enhance the work efficiency of the civics workers, but we cannot escape the reality that the traditional classroom is still an important way of civics education. Therefore, we should not go to extremes when using new media for Civic Education, but should look at new media and traditional media dialectically, find the best combination of new media and traditional media, and give full play to the efficacy of each.

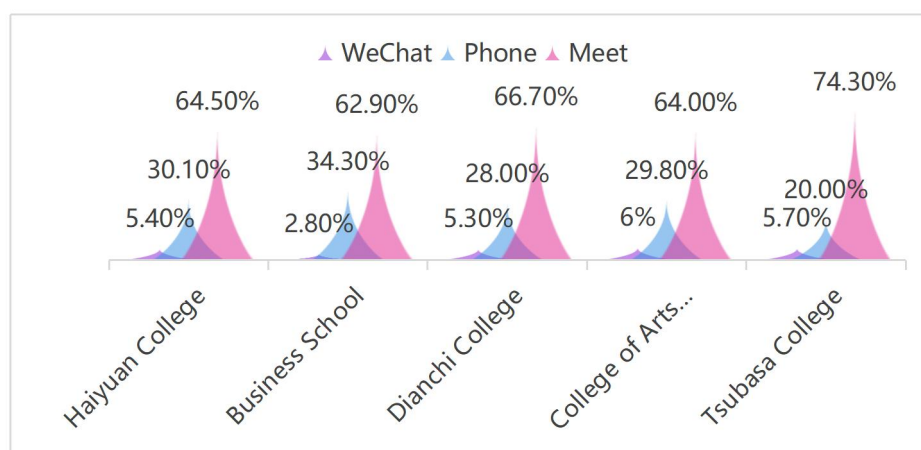


Fig. 3. Teachers' communication style of Civic Education

2.3.3 In the survey on the shortcomings of using new media to teach students' ideology and politics in your school, 21.58% of the students think that the use of new media is out of touch with students' reality, 25.4% think that it leads to a disconnection between content and form, 24.38% think that it has serious didactic overtones and cannot have equal dialogue with students, and 28.64% think that the use of new media is unable to keep up with many hardware facilities due to the lack of technology and funding. 28.64% of students think that when using new media, many hardware facilities cannot keep up due to the lack of technology and funding. Therefore, in addition to the need for financial support from the state and the school, there is also the question of whether the content and form can be unified when adopting them. These problems should be further considered, and how to carry out the thinking and political work in the context of the new media into the "big thinking and political science" and improve its effectiveness is not only a problem faced by every thinking and political science worker, but also a real problem that the country should pay attention to.

3 Analysis of the restriction of college civic education in the new media environment

3.1 Constructive influence of new media environment on college civic education

The new media provides a new platform for college students' thinking and politics education. Through the symposium research on students, it is found from the survey that 90% of the schools have opened online elective courses, fine class websites, digital campus platforms and rain classes. Through these new platforms, students can get more learning resources from them and enrich the learning contents. [2] Through the research, we found that 87.96% of the students chose cell phones and the Internet in the use of new media. This data shows that college students can get the required knowledge and information in any place and at any time through new media such as cell phone SMS and Internet, which greatly improves the efficiency of the dissemination of information of Civic Education. Therefore, we can see that the new media have a positive influence on the Civic Education of college students.

In the symposium, when asked the question of "How do you think about the 'rain classroom'", everyone expressed their opinions. Student 1 believes that information-based teaching makes full use of the advantages of modern teaching media, such as computers and Internet, and brings advantages that traditional teaching media cannot match, mobilizing more teaching media and information resources, thus building an informative and knowledge-rich learning environment. Coupled with the features of computer interactivity, multimedia features, and hypertext features it is easier to create a situational teaching environment, which improves students' motivation to learn and allows them to actively explore knowledge instead of passively receiving knowledge and information. Student 2 thinks: Rain Classroom is based on PowerPoint and WeChat, and it has focused on solving several problems such as poor teacher-student interaction, incomplete data collection, and online education not on the ground. Before the class, handouts and videos on Schoolhouse Online can be inserted in the pre-class prep courseware. After the PPT is sent to WeChat, teachers can add voice for targeted reminders or guidance, allowing students to watch and listen. After the pre-course handout is sent, the teacher can receive the students' learning situation, and can set the time node for the pre-course deadline, and students who do not click on the courseware to read before the node will receive a reminder. In class, the teacher will automatically generate the QR code of the lesson after starting the class lecture, and students will scan into the class through WeChat. Each page of the teacher's class PPT will be sent to the student end instantly to help students save the class and review the course; the stage test helps review the knowledge and reduce the burden of students' final revision.

3.2 The multiple challenges of new media environment to college civic education

Although we have seen the new spring brought by new media to Civic Education, we have also seen various challenges brought by new media to schools, teachers and students. In the research, 44.9% of students think that the long-term use of new media will cause radiation-induced diseases and the decline of eyesight, as well as 10.3% of students think that new media lacks depth compared with traditional media. Some students believe that excessive use of new media can lead to students being addicted to the Internet and affect their studies, and also affect their physical and mental health to a certain extent. During the symposium, some of

them also pointed out that the use of new media not only brings health disadvantages to students but also challenges to teachers out of concern for teachers. Student 1 felt that it was important to point out that information-based teaching requires a higher level of teacher quality, and that if teachers are not well equipped to handle information technology, are not prepared for sudden changes in the classroom, or are less able to adapt, there may be uncontrollable situations in the classroom. Student 2 commented on the recent use of the "Rain Classroom" test by students. She thinks that the technology of the software is not perfect and needs to be improved, and not all the functions are used yet. At the same time, there is no back-end supervision in this software now, and students are likely to copy answers from other websites in the exam. These are the shortcomings of the new media software currently in use. How to avoid these shortcomings while playing a positive role in new media is also the challenge facing the college students' thinking and political education.^[3]

3.3 Selective strategies of college civic education in new media environment

3.3.1 Schools should establish a sound network system and realize full coverage of campus network

Under the new media environment, the development of college students' thinking and political education work must be carried out with the rich resources and technology of the Internet and make use of the powerful storage and retrieval function of the Internet. The school is the source of technology and funds, and the school should widely promote the use of Internet technology. Although most college students have started to use the new media, they have not yet fully realized the full coverage of the Internet.

3.3.2 Civic and political science classes should use new media to innovate teaching methods and approaches

The ideological and political theory course is a compulsory course for college students. Xi Jinping emphasized in the Conference on College Civic Education that "we should use the main channel of ideological and political theory classroom teaching". College students' ideological and political education should give full play to the role of the main channel of classroom, and innovate teaching means and methods on the basis of the traditional classroom.^[4]

First, teachers use multimedia network technology to realize on-demand, dissemination and live broadcast of multimedia courseware in ideological and political theory classroom teaching, and promote two-way communication of ideological and political theory education to continuously develop multimedia control system of ideological and political education theory class with hypertext structure, and effectively integrate text, image and video elements in order to enhance the infectious power of theory teaching in education and improve the teaching effect.

Secondly, we should make efforts to realize the interaction of students' ideological and political theory classes. Teachers should make full use of "Rain Classroom", WeChat and mobile QQ, and Internet platforms to assign homework, and students can complete homework through new media platforms, as well as realize communication and interaction between students and teachers in class through the platforms.

Finally, in the assessment, the examination is tried to be conducted through the Internet platform. At present, many colleges and universities have started to use "Rain Classroom" electronic devices to conduct examinations. Through this way of assessment, we can make full use of new media, combine the preferences of college students in using cell phones, achieve the combination of new media and students' preferences, and give full play to the main role of students in teaching. After the examination, the paper can also use the new media for electronic reading, which can also be convenient for teachers to read the paper at any time and anywhere, without carrying heavy bags of test papers home to read, which also reduces the pressure of teachers to change the paper.

3.3.3 With the help of rich network interaction tools, strengthen the effectiveness of counselors' thinking and political education work for college students

Microblog, WeChat and QQ are interactive network tools that are more commonly used in people's daily life, work and study, which can realize one-to-one and one-to-many instant communication. In the innovation of political education methods for college students, we can make full use of these interactive media to carry out political education, understand the dynamics of college students' thoughts instantly and improve the interactivity of political education.^[5]

3.3.3.1 Innovative "Class Meeting Website"

The traditional class meeting mode is based on the "classroom" as the carrier, and the counselors mostly adopt the field classroom mode to carry out class meeting for thinking and politics education. On the "class meeting website", a list of class culture, class rules, class activities, class construction and class members is set on the class meeting website. The counselor can launch a live broadcast of the class meeting on the Internet, and every student in the class can join the live broadcast platform and exchange ideas in the discussion forum below the broadcast.

3.3.3.2 Innovative "microblog"

As a new type of online communication tool, microblogs are very popular among college students, and counselors should be fully aware of this and make use of it to focus on the construction and management of class microblogs. The counselors should fully realize and make use of this, and pay attention to the construction and management of class microblogs. Civic education workers should also establish their own microblogs, shift their educational positions to microblogs, and take the initiative to occupy the high ground of microblog application. Through microblogs, counselors can pay close attention to the study status and life of college students, and show some major problems and phenomena to them at the first time, so as to realize benign interaction.

3.3.3.3 Innovative "IM"

IM is a kind of instant communication, which enables users to establish chat rooms on the website for online information exchange, and the main communication tools are WeChat and QQ. Therefore, college students' thinking and political education must make full use of IM to provide space for college students to express their hearts and close the distance between teachers and students. Teachers can establish IM groups to put the position of thinking and

political education together with the network to establish an interactive information exchange platform, and students can speak freely in the groups to improve the effectiveness of education.

In addition, the management of new media should be strengthened. The government departments should establish perfect laws and regulations for new media management, and purify the circulation of bad network information, purify the environment of students' thinking and political education under new media, and build a positive and healthy network environment.

4 Conclusions

The development of Internet+, big data, cloud computing, VR/AR technology and artificial intelligence has also brought opportunities and challenges to the work of university thinking and political education. Just like facing the wave of globalization, we do not choose to escape and oppose, but follow the trend of the times to surge forward. In fact, we have taken many methods to stop students from using cell phones in class in the past, but they all backfired. Therefore, in the face of new media, we should make use of its advantages to bring into play its utility in the work of thinking and politics education for college students. The purpose of carrying out the research on the influence of new media on students' thinking and political education is to explore the effective methods of new media on the thinking and political work of colleges and universities, and further let more thinking and political workers play the utility of new media, so as to finally improve the effectiveness of thinking and political education.

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