

Political Education of College Students in the New Media Ambient

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Abstract. With the development of quality education in China, the area of quality education is more and more extensive. Therefore, higher vocational colleges, as the cradle of talent training, have also been highly valued. Now, the political education of college students is facing a severe situation, which has a subtle impact on the employment and future career development of students. The specious information in the new media ambient has a far reaching impact on people's value judgment and value choice, leading to the distortion of people's values and alienation of behavior. With the emergence of new media, college students have become main audience of new media, and the new media ambient has constantly affected the cognitive and behavioral style of higher vocational college students, resulting in the cognitive distortion, thinking first, Behavior Alienation and other adverse effects of higher vocational students, this has seriously hindered the olitical education of higher vocational students. The political education of college students will directly affect the development of our talent strategy. Therefore, this paper discusses the political education in the new media ambient, from creating a positive network culture ambient in the new media ambient, and actively establishing a new media platform on campus to strengthen its effectiveness, so as to provide guidance and reference for the old teachers of political education and related education practitioners.

1 Introduction

People in the era of rapid Internet development, traditional media are impacted, and new media are rising. Efficient and convenient new media is increasingly emerging in the public field of vision, and affects people's way of life. Higher vocational college students are the vast majority of Internet users, so they are the main audience of the new media ambient [1]. Therefore, the ideology and behavior of college students are easily affected by the new media ambient. On the one hand, the new media ambient brings the convenience of news to college students, so that the audience can quickly access to information. On the other hand, the bad news in the new media ambient is easy to mislead the value judgment of higher vocational college students, which is not conducive to the formation of students' correct outlook on life, values and world view[2]. Therefore, in the new media ambient, this article analyzes the challenges and difficulties faced by the political education of vocational students,puts forward the effective methods of political education in the college, and improves the efficiency of political education in the college, in order to better cultivate the society with Chinese characteristics and the successor of the socialist cause [3].

According to the current employment situation, it is not difficult to find that the society has higher and higher claims for the quality of workers, which shows the important role of political education in cultivating compound talents. As an important part of China's

education setup, colleges have made an important contribution to education of high quality talents [4]. As the backbone of the new era, contemporary college students have active ideas. As an emerging industry, new media, relying on the maturity of 4G communication technology and its advantages of wide range, fast speed, high efficiency, large amount of information and high interactivity, has developed rapidly in just a few years and has become one of the well-known industries. In this regard, students naturally become the biggest viewer of new media [5]. It is very important to analyze how to use the new media to improve the political awareness of college students, and how to use the new media technology. College students in political education are still small and immature [6].

In recent years, with the rapid development of mobile digital skills, cloud computing, big data and other new fields, micro-blog, tiktok and WeChat's application programs on one stage after another have undergone profound changes in the media environment. With the arrival of the new media, the development of media integration has become an overall trend [7]. New media has affected the daily life of college students, and challenges the political education. New media has been integrated into the study and students' life. College students can use new media to get information and learning materials they need, pay attention to current affairs, and understand the trend of social development. However, due to the rapid spread of new media, college students are easily affected by bad information [8]. Tiktok will also become addicted to new media such as micro-blog and Jo, and thus generate "mobile phone

dependence". This brings inconvenience to teachers' political education. Therefore, how to effectively use the new media to carry out political education for college students needs to be studied [9]. In the Internet era, with the increasing application of information technology, network has become a part of people's life. Therefore, we should characteristics of rational use of new media, research and explore diversified education methods, and strive to cultivate students with healthy political direction in the new era, so as to conform to the development trend of the times and ensure the actual effect of College Students' Ideological Education [10].

2 Methods

2.1 Linear programming algorithm

The mathematical model of linear programming algorithm can be written as follows:

$$\text{Min}Z = \sum_{i \neq j} d_{ij} x_{ij} \quad (1)$$

$$\sum_{j \neq i} x_{ij} = 1 \quad i \in V \quad (2)$$

$$\sum_{i \neq j} x_{ij} = 1 \quad j \in V \quad (3)$$

$$\sum_{i, j \in S} x_{ij} \leq |S| - 1 \quad S \subseteq V \quad (4)$$

$$x_{ij} \in \{0, 1\} \quad i, j \in V \quad (5)$$

Where $|S|$ is the number of all vertices contained in the set. Formula (1) represents the objective function, formula (2) and formula (3) represent that for each vertex, there is only one edge in and out, which ensures the uniqueness, and formula (4) and (5) ensure that there is no sub loop solution.

2.2 Create a positive network culture environment

The positive network culture environment plays an significant role in the effective extension of political education, the cultivation of College Students; cultural and moral cultivation, and the optimization of education environment. From the perspective of the current application of new media in students; learning, new media is massive and sharing. Its magnanimity is reflected in the continuous updating of network information and the continuous enrichment of social resources. Its sharing performance is that students can share what they see, say and feel with others in the form of text or video. Educators should be fully aware of the mass and sharing of new media, and constantly enrich the content of education by using new media. The content of Chinese and western, ancient and modern, inside and outside the campus is screened. We should choose the information with positive content, profound connotation and practical fit. When constructing the network platform, we should consider the

mental profile of college students and carry out political education in different forms, such as pictures and text, video, live broadcast, etc. In order to combine the political education with the actual life experience of college students, it can be managed by professional teachers or students with strong language ability and good ideological and moral cultivation. Real time release of social, national, school and college students; dynamic, so as to promote the healthy growth of students.

2.3 Actively establish new media platform on campus

In order to break the boundedness and preaching of traditional education and broaden the platform and channel for students to receive political education, wechat applet, Sina Weibo and other platforms have established a bridge between colleges and students, so as to improve students; interest in political education and enhance the availability of political education. Colleges and universities should make use of these platforms to let political educators create accounts, and regularly release some patriotic education, socialist core values education and other information, imperceptibly complete the political education work for students, gradually expand the scope of influence of political work, and enhance affinity. At the same time, colleges and universities should also improve their construction; official website and integrate political education into all aspects of the school. Higher vocational colleges can add political education information to the official website of the school and the academic affairs office, which students often visit. At the same time, they can break through the space-time barriers between teachers and students in the form of live broadcast and video broadcast, so as to make the political education work more efficient and perfect.

3 Experiment

3.1 Subjects

The objects of this experiment are teachers and students of political education in a vocational college, so as to carry out a sampling survey. Through the questionnaire survey of some teachers and students, we can find out whether the school members are satisfied with the improvement of political education in the new media ambient, and what are the advantages and disadvantages. Finally, we collect good statistics, integrate the data, and analyze the shortcomings of the current political education in higher vocational colleges, which are worth improving and which aspects need to be carried forward. The questionnaire survey is a paper questionnaire survey on school members of political education in the four grades from freshman to senior. There are 50 students in each grade and 50 teachers, of which the ratio of male to female is 1:1, and the total number is 250. Through the conclusion of data analysis, this paper puts forward appropriate suggestions for the political education in the new media ambient of higher vocational colleges, and provides new ideas and directions for the development of political education in the new

media ambient of higher vocational colleges. Let it develop better, at the same time, let school members enjoy different professional services of political education teaching under the new media ambient, improve the teaching experience of college teachers and students.

3.2 Experimental design

The paper questionnaire was used in this experiment. The questionnaire was edited and distributed to all the selected respondents. A total of 250 questionnaires were collected. The questionnaire investigates whether the network culture environment is satisfied or not, and whether the campus new media platform is convenient or not. The questionnaire will be collected for data processing and analysis, using statistical and comparative methods to get the current views of teachers and students on the political education of the school, so as to get the development problems of political education teaching under the background of new media, based on these problems to find out the new breakthrough point of Political Education under the background of new media.

4 Results

4.1 Test investigation results

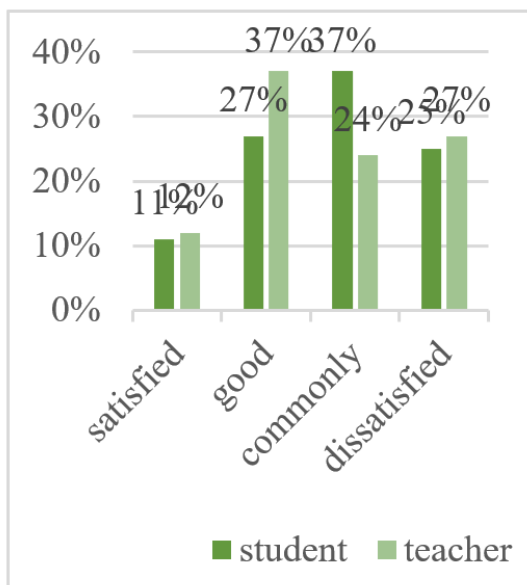


Figure (1) Are teachers and students satisfied with the network cultural environment

From the data analysis in Figure (1), we can see that there are still some problems in the current network cultural environment, and there are not a few students and teachers who are not satisfied with the current situation of the network cultural environment. Only a few school members are satisfied with the current network cultural environment. Most of them think that the current network cultural environment is good or not bad, but relatively satisfied or general. From the data in the Figure, it can be seen that the political education of the school can not let the majority of school members realize that the school creates a positive network cultural environment, so the

school should strengthen the promotion of political education in this respect, so that school members can better understand this information, so that they can develop better.

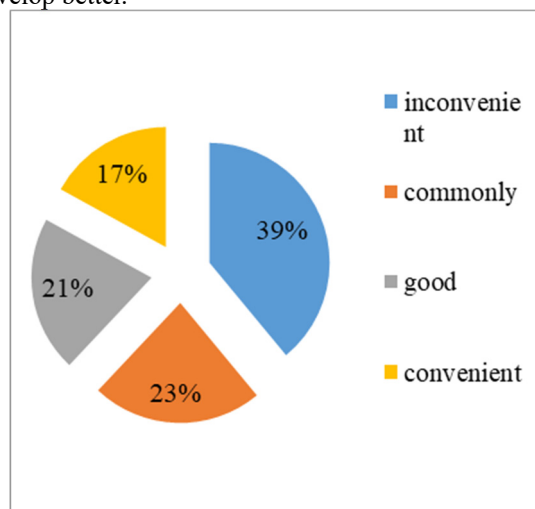


Figure (2) Is the campus new media platform convenient

From the data analysis in Figure (2), we can see that there are some specific problems in the campus new media platform, which affect the use experience of school members, so that these school members have more opinions on the campus new media platform. If the new media platform on campus wants to better let the school members have a better use experience, it needs to overcome these problems. Only in this way can it bring the school members a good user experience and use environment, and make the school members better learn and improve their abilities, so that the school can also develop better.

Table 1. Are male and female students satisfied with the new media platform on campus

Degree \ Gender	Satisfaction	Good	General	Not satisfied
Male	21	2	36	46
Female	37	9	38	21

According to the survey data in Table 1, there are gender differences in whether men and women are satisfied with the campus new media platform. Female students are relatively satisfied with the campus new media platform than male students. Most of the teachers and students in the survey are not satisfied with the campus new media platform. However, many boys are not satisfied with the new media platform on campus. Therefore, gender will have a very different degree of satisfaction with the campus new media platform, which is also an important factor we learned from the survey results. Therefore, in the construction of new media platform on campus, we should consider the ideas of some boys, which will be of great help to the construction and development of political education in the new media ambient.

5 Conclusion

In a word, the new media not only expands the channels

for students to obtain news, but also changes the form of receiving news, breaking the shackles of traditional classroom on College Students; thinking. Under the pressure of examination oriented education in today's society, political education is a very arduous education work, which is the education content that must be accepted in the process of College Students; growth. In order to follow the development of the times, political educators must make changes, meet the learning needs of college students in the new media ambient, and seize the curiosity and exploration desire of college students. And college students; thoughts and ideas are more complex and diverse, and the things they come into contact with are more abundant. Therefore, college students; moral concept and moral level more attention should be paid. In class management, teachers in higher vocational colleges should strengthen communication with students, pay attention to communication skills, help students develop more smoothly in their future study and work, and cultivate more high quality talents for the country. Therefore, it is very necessary to apply new media in political education. In the process of applying new media, teachers should pay attention to the effective extraction of network information to avoid the influence of bad network information on college students. Therefore, we must establish a correct concept of political education for college students, so that college students can really learn useful and beneficial knowledge through new methods.

Project

research project of higher education teaching reform of Shaanxi Provincial Department of education in 2019: Exploration and practice of online and offline mixed teaching mode of Ideological and political course based on E-class platform, No.: 19GY012.

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