University Ideological and Political Education Under "Microform"

Kehua WANG

Tianjin Polytechnic University, Tianjin, 300387, China

Abstract: With the development of the "Microform" symbolized by wechat and microblog, it has brought about both challenge and the opportunity to development the ideological and political education of universities. This article will analyze from "microform" conception and the characteristic of information transmission, and will explore the way of "microform" which has been applied to the ideological and political education in colleges and universities. We will get firsthand materials with using the combination of the network and the campus to release questionnaire, According to the above obtains the impact on university student of the "Microform" appears more and more too. Based on this, This article will unify the actual situation which the ideological and political education of universities, will expound the part about its advantages and disadvantages of using "microform" in the education and will the protest construction principle and practical way.

Keywords: The ideological and political education of universities; "Microform"; Practical way

1. Introduction

The openness and interactivity of wechat and microblog make the form of ideological and political education of universities changed. Not only the dimension of ideological and political education are expanded, but also the socialization of university students' ideological and political education is promoted. While teaching, the challenges are also brought by the emergence of new forms. Such as: the use of micro form makes the ideological and political education teachers enhance the "control" efforts in every relevant respect. It also challenges the "gatekeeper" status, the main challenge of ideological and political education work is the predictability.

2. The Application of "Microform" in University Ideological and Political Education

As the current trend, "microform" is extremely popular among the students, and in colleges and universities, the ideological and political educators are gradually applying it to the education service.

2.1. The overlook of "microform" of the ideological and political educators in colleges and universities

At the beginning of the Internet popularization and the social networking, various universities began to realize the irreversibility of the tide, so they made actions and set up different QQ groups, microblog accounts and wechat public numbers in the name of schools or functional departments for different service functions. Although the account is set up, most of the account just released some service content at beginning, with the time passing by, no much attention is payed to these accounts, over time, its content tends to nonsense funny content which is contrary to its initial goal of serving students more conveniently.

2.2. The blind use of "microform" by ideological and political educators in colleges and universities

The influence of "Microform" is increasing for college students, when the ideological and political educators aware this. They apply to join in the QQ group and wechat group of each class, and try to communicate with students. They hope to improve the educational effects by listening to their voices in the group. However, students do not understand this. Students won't talk in groups unless they are asked and organized by their teachers. Even then, it is very restrictive to have a speech in groups. So, for connection and communication, more intimate small groups without teachers are rebuilt. Because the service concepts cannot be changed, there is not a same discourse system with the students, and the thinking habits and knowledge structures of the teachers can not be renewed, there is not a meaningful dialogue between students and teachers.

3. "Microform"---The New Way for College Students' Ideological and Political Education

3.1. The advantages of "microform"

As a network media form, the main form of "microform"-- wechat, microblog, micro film and mini-novel spread rapidly among college students. Because of the

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incomparable advantages of "microform" in information release, dissemination and communication , the utilization rate among students is extremely high.

3.1.1 "Microform" makes it more convenient and efficient for university ideological and political education

"Microform" can be said to be a communication platform, which makes the communication between students and teachers more convenient and efficient. For example, on wechat moment circle and micro-blog, teachers and students can pay attention to each other and learn more about each others' recent thoughts and the latest development of each other , so that they can form a closer interaction.

3.1.2 "Microform" innovative university ideological and political education model

A rich media form of microform can enable teachers to communicate better with students, such as audio call and video call in wechat. In addition, the "microform" can be used to develop a series of activities, such as microfilm competition, micro-fiction competition etc. Students can make full use of the ideological education material, so that they can have a deeper understanding of the meaning behind the education.

3.2. Several principles to be followed in the "microform" of university ideological and political education

If you want to adopt a "microform" in the university ideological and political education, you should observe the following principles:
It is necessary to carry out the ideological and political education in universities, but the methods should be payed attention to.
For better ideological and political education, we should combine theory with history and social reality, which means we should not only pay attention to classroom teaching, but also combine with extracurricular practice.
It should be praised that the "microform" is carried out in political education in universities. but the usage of the "microform" cannot just be a decoration of the trend.
For various public service accounts of universities, most of the content is reprinted from network and it is not original. Therefore, the reading quantity is not so great. These accounts do not exert the original service function, which are just like zombies.
It is better to combine social hot spots with education.
It is often more easy to have better educational achievements with the social hot. The ideological and political education often seems without substance, it is difficult to deliver the main ideas to students and the results are often poor. So, sometimes, the education can be combined with social hot spots, which can teach students in practice and also can communicate with students better.

4. The Cognitive Analysis of College Students on the Use of "Microform" to Carry out the Ideological and Political Education

In this survey, questionnaires were used to survey students' awareness and attitude toward the use of "micro form" of education.

4.1 Investigation objects

Location: Tianjin university. Survey respondents: 100 students at school. Survey way : 100 questionnaires were issued. Data processing way: 96 copies of valid questionnaires were recovered and SPSS software was used to compile and analyze the recovery questionnaires.

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4.2.1 Basic information of the research object:

In the 96 questionnaires collected, the number of male students in the survey was 52 accounting for 54.2 percent. There were 44 female students, accounting for 45.8 percent. 27 first-year students, accounting for 28.1 percent;19 sophomore students which account for 19.8 percent; 23 students in the third year, hold 24 percent, 15 students in the fourth year, hold 15.6 percent. There are 12 graduate students, accounting for 12.5%. The number of people is shown in the following figure:
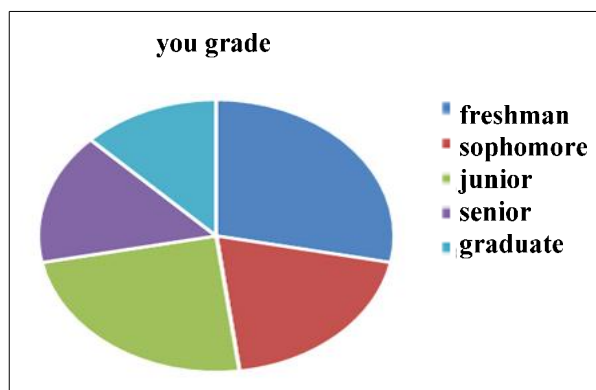

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In addition, for the total 96 research objects, there are 34liberal arts students, accounting for 35.4%, 32science students, accounting for 33.3% of the total, 22engineering students, accounting for 22.9%, 8art students, accounting for 8.3%. The number of the party members is 14, occupying 14.6 percent; 19 people of the party activists occupying 19.8 percent, 57 students of the league in occupy of 59.4 percent, and 6 common people

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Leaguemember	57	59.4	36.5	70.8
Common people	6	6.2	29.2	100
Total	96	100	100	

4.2 .2 The survey of the usage of microform in object

For students, The most widely used social toolsare wechat micro blog and QQ. In a certain degree, These tools have the character of intersectionality.

According to the survey data, the number of people using wechat, micro blog and QQ in the survey was 79, 80 and 82 respectively, holding 82.3 percent, 83.3 percent and 85.4 percent respectively.

From the analysis of the data, it can be seen that the user of wechat and microblog is certain intersect. As shown in the table below, there are 66 students using wechat and microblog at the same time out of 79 students using wechat and out of 80 students using microblogs. Correspondingly, there are 65 students using QQ and wechat at the same time regularly out of the 79 students using wechat regularly and 82 students using QQ regularly. There are also 66 students who use both micro blog and QQ at the same time.52 students are using three social tools at the same time.

Table 2. Cross table of the research object using social tools

Do you often use microblog?			Do you often use QQ?		Total
			Yes	*No*	
Yes	Do you often use wechat?	Yes	52	14	66
		No	14	0	14
	Total		66	14	80
No	Do you often use wechat?	Yes	13		13
		No	3		3
	Total		16		16
Total	Do you often use wechat?	Yes	65	14	79
		No	17	0	17
	Total		82	14	96

Most of the ideological and political education teachers have entered students' wechat group or QQ group and begin to pay more attention to and start to use the "micro form" to expand the ideological and political education. In addition, 64.6% of the respondents were optimistic about using "microform" to expand the ideological and political education.

The data shown, 70 percent of the objects have a wechat group or QQ group with a counselloror a party branch secretary of the college, but only 28 percent of students are willing to actively have a communication with them. In addition, from the data cross analysis, we can see for the 62 students who are appreciate microform of ideological and political education,23 people are willing to actively communicate with political educators occupying 85.2% of the total number of 27 students. In contrast, 30 out of 34 students who have a negative attitude to the political education are not actively involved in the "micro-form" interaction.

Table 3. The survey of the objects' attitude

		If the ideological and political education teacher communicative with you through wechat, will you follow and do it?				Total
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Do you appreciate the microform in the ideological and political Education?	yes	23	22	14	3	62
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The objects' interests on social activities are relatively scattered and the main content of interest is the activities and funny jokes between the students.

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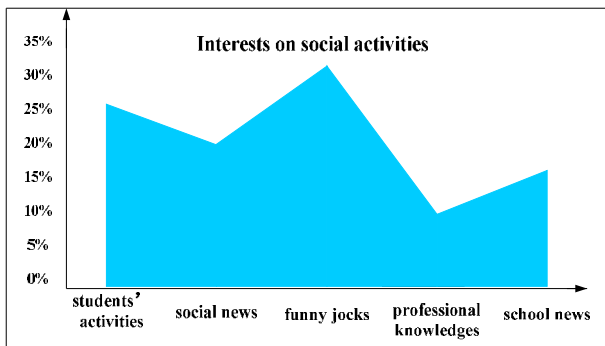

Figure 2. Students' interests on social activities

Campus news and campus activity notices are what students most want to get from the school's social media service, and the political and ideological education and campus beauty is secondary.

The campus news and activities notice are accounting for 42.7% and 37.5% separately. The campus beauty and education content accounts 9.4 percent and 10.4 percent, which is in a lower proportion.

From the cross analysis we can get that for the 58 students who are willing to follow the university's social account, there are 49 people more interested in campus news and campus activities will only 9 students are interested in ideological education and campus beauty only accounting for 15.5% of the total, the gap is obvious; while for the 38 students who are won't follow the social accounts, the four items are in relatively even distribution, the difference is mainly manifested in two aspects :he campus news and campus activities notice. the campus beautiful scenery gap is not big.

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		If you follow the accounts like Tianjin University, what kinds of information do you want to get?				Total
		Ideological education	*Campus news*	*Campus activities notices*	*Campus beauty*	
Will you follow school account through such social tools?	yes	5	26	23	4	58
	no	5	25	13	5	38
		10	41	36	9	96

Most of the students appreciate the method of using microform to carry out the ideological and political education and give various Suggestions.

The data show 90.6% of the research object wants the political education organizers to "stick to it and don't slack off."

Student wish teachers can think deal with the problem from the perspective of students and don't be too inflexible. And also 79.2% students want teacher combine students' life and education and 99% students hope teachers can pay attention to receive the students' options.

5. Suggestions on the Microform of the University's Ideological Work

Through the above analysis, the "micro form" is available in the university's ideological and political education. For ideological and political work, teachers would better change the traditional educational methods into the combination of the mainstream of life with education, and use the innovate way of "microform".

5.1 The real-time push of the education information

With the convenience and efficiency of "microform" and wechat platform, the information of education can quickly bring to the students. Because there is no space limitation, students can use the time of rest, eat, sleep, even walk on the road to read the information, without sitting in front of the computer, which greatly improves the students' reading interest.

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Ideological educators in colleges and universities can take advantage of the voice and video chat of "microform" to create an atmosphere just like face-to-face communication, so that both the teacher and students are not restricted by space and also avoid tension. students are more likely to open their heart which will make the ideological education better.

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By creating the public accounts ideological high-quality service content can be pushed timely and attract students attention, and also by this way, all kinds of spirit of education information can be completed efficiently.

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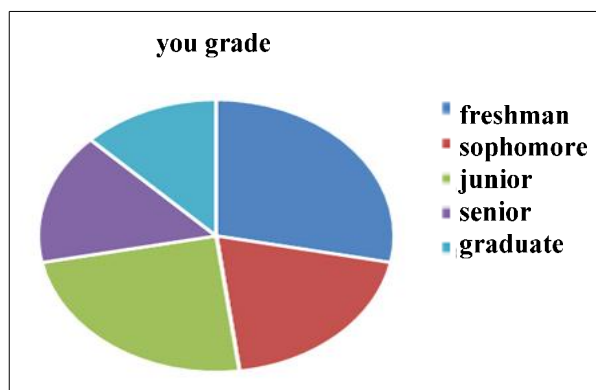

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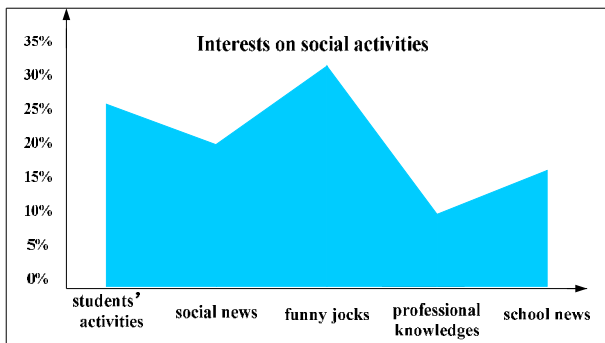

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