Analysis of Strategies for Improving the Effectiveness of Ideological and Political Education in Universities Through Short Video Platforms

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Abstract: The rise of short video platforms has become an indispensable part of people's daily lives. For universities, short video platforms also provide a new channel for ideological and political education. Utilizing short video platforms to improve the effectiveness of ideological and political education in universities is of great value. Therefore, this article will conduct an in-depth analysis of strategies for improving the effectiveness of ideological and political education in universities through the use of short video platforms, with the hope of improving the reasonable utilization of short videos.

Keywords: Short video platform; Universities; Ideological and political education; Improvement strategy

Introduction

Improving the effectiveness of ideological and political education in universities through short video platforms is of great value. By enriching and diversifying teaching content, improving students' learning experience, expanding the scope of ideological and political education dissemination, and improving the pertinence and effectiveness of ideological and political education, it can make ideological and political education more close to students and more eye-catching. I believe that in the future development, short video platforms will become an important auxiliary tool for ideological and political education in universities, making greater contributions to the cultivation of socialist builders and successors.

1. Create attractive content

Creating attractive content is the key to improving the effectiveness of ideological and political education on short video platforms. The characteristics of short videos are short, concise, and easy to digest, so it is necessary to create interesting and attractive content. It is possible to attract students' attention and stimulate their thinking and discussion through interesting stories, humorous elements, rich images, and animations. For example, one can tell the story of a hero or explain some concepts of ideological and political education through humor. Such content can attract students' attention, increase their interest in ideological and political education, and make them more proactive in learning and discussion. Paying attention to the form and expression of short videos is also an important aspect of improving the effectiveness of ideological and political education on short video platforms. On short video platforms, visual effects, editing techniques, and music elements can be used to enhance the viewing and appeal of videos. For example, appropriate music and background sound effects can be used to make videos more vivid and touching. Appropriate editing techniques can be used to enhance the rhythm and tension of the video. In addition, some visual effects can also be applied, such as screen splitting, special effects, etc., to make the video more diverse and diverse. This form and expression can make it easier for students to resonate and emotionally resonate, enhancing their feelings and understanding of ideological and political education. In addition, interactivity is also an important means to improve the effectiveness of ideological and political education on short video platforms[1]. In the video, some interactive links can be set up, such as asking questions, leaving messages for interaction, etc., to encourage students to actively participate in discussions and thinking. You can also set up activities such as quizzes and knowledge competitions to stimulate students' interest in learning and desire for competition. Through interactive links, students can be more actively involved in ideological and political education, enhancing their learning motivation and effectiveness. Timely feedback and evaluation are also important steps

in improving the effectiveness of ideological and political education on short video platforms. After the video is released, students' reactions and evaluations to the video can be understood through responses, comments, and other means[2]. Based on student feedback and opinions, timely adjustments and improvements can be made to the video to improve its quality and effectiveness. In addition, regular discussion and evaluation meetings can be organized for students to participate more deeply in ideological and political education and provide their suggestions and opinions.

2. Select topics related to student life

The popularization and rapid development of short video platforms have provided new opportunities and challenges for ideological and political education in universities. Traditional forms of ideological and political education often bring students a dull and boring feeling, which is difficult to arouse their interest and participation. The short video platform, on the other hand, has attracted a large number of young users with its short and concise form and vivid and interesting content. Therefore, utilizing short video platforms to improve the effectiveness of ideological and political education in universities has become an urgent issue that needs to be addressed. To improve the effectiveness of ideological and political education in universities on short video platforms, it is necessary to select topics related to student life. Students are passionate about content related to their life experiences and problems. Therefore, universities can choose topics closely related to students' lives, such as interpersonal relationships, emotional issues, career development, etc., to create ideological and political education content. These topics are of widespread concern to students and also the confusion and challenges they face in their daily lives. By selecting topics related to students' lives, they can better resonate and think, and enhance their interest and participation in ideological and political education. Universities need to closely integrate ideological and political education content with practical life. The characteristics of short video platforms are vivid and interesting content, and diverse display forms. Therefore, when creating short videos of ideological and political education, universities can use forms such as short stories, case studies, and interactive Q&A to transform abstract ideological and political theories into specific practical scenarios. For example, by presenting conflicts and contradictions in interpersonal relationships through a short story, students can deeply understand the causes and solutions of conflicts through emotional resonance. Through the analysis of real-life cases, guide students to think about issues such as professional ethics and social responsibility. Encourage students to think and explore the content of ideological and political education through interactive Q&A. In addition, universities can also leverage the social attributes of short video platforms to encourage students to participate in the creation and sharing of ideological and political education content. Students can publish their creative works, thoughts, and viewpoints through short video platforms. The social interaction functions such as likes, comments, and reposts on the platform can not only increase students' sense of participation, but also expand the influence and dissemination scope of ideological and political education. In addition, through interaction and communication with other students, students can be inspired and improved through the collision of ideas[3-5].

3. Guiding positive values

Short video platforms can enhance the effectiveness of ideological and political education by guiding positive values. In short videos, positive values can be conveyed through storylines, character shaping, and emotional resonance. Through carefully choreographed storylines and vivid character images, one can deeply interpret the correct outlook on life, values, and social responsibility[6]. For example, by showcasing volunteers' dedication and values of common progress, students can be guided to pay attention to social issues, actively participate in social practice activities, and enhance their sense of social responsibility. Short video platforms can also leverage their strong interactivity to promote participation and depth in ideological and political education. In traditional ideological and political education, students are often the passive recipients of knowledge, making it difficult to stimulate their interest and initiative in learning. On short video platforms[7-9], setting up interactive links such as comment areas, likes, and reposts can encourage students to actively participate in discussions and sharing, increasing their understanding and thinking about ideological and political education content. For example, students can be invited to leave their opinions and feelings in the short video comment section, or to interact and exchange ideas with other classmates, achieving the effect of "interactive co construction and ideological collision". In addition, short video platforms can fully leverage their rapid dissemination characteristics and expand the coverage and influence of ideological and political education. Contemporary college students have increasingly high requirements for the speed of information acquisition, and they are more willing to obtain the necessary knowledge through fast and effective means. Short videos precisely meet this demand, and through their rapid dissemination, they can present the content of ideological and political education to young people in a more vivid and interesting way. Therefore, universities can disseminate high-quality ideological and political education content on short video platforms, such as expert lectures, academic discussions, social practices, etc., to attract more students to participate, broaden their cognitive boundaries and thinking depth[10].

Conclusion

The most important thing is to pay attention to the quality and authenticity of short video content, ensuring the accuracy and credibility of ideological and political education content. Collaborate with specialized departments of the school to conduct preliminary planning and post evaluation to ensure the effectiveness and educational effectiveness of the short video platform.

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