

The Role of Douyin in College Students' Online Ideological and Political Education -- A Case Study of Central University of Finance and Economics

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Abstract: College students are keen on “brushing Douyin”, which brings opportunities and challenges to ideological and political educators in colleges and universities. Taking Central University of Finance and Economics as an example, this paper deeply analyzes the current situation and foundation of college students' use of Douyin, and its influence on college students' online ideological and political education, and discusses the innovative path to carry out college students' online ideological and political education from the perspective of Douyin.

Keywords: Douyin Network ideological and political education analysis

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In recent years, the domestic short video business has developed rapidly. According to the “China Network Audiovisual Development Research Report (2024)” shows that as of December 2023, the number of online audiovisual users in China has reached 1.074 billion, of which short video apps have the highest user stickability, and the per capita daily use time is 151 minutes. According to Questmobile data, in March 2024, Douyin ranked first with 62.8% in the list of active penetration rates of domestic short video App sinking users. The user group of Douyin aged 18 to 24 accounts for 85%, and this age group is the main group to receive higher education, where the young people, ideological and political education work should be done.

The National Conference on Ideological and Political Work in Colleges and Universities requires the use of new media and new technologies to promote the high integration of traditional advantages of ideological and political work with information technology, enhance the sense of The Times and attractiveness, and emphasize that ideological and political work in colleges and universities should be changed by events, advanced by times and new by trends. This provides a basic guideline for ideological and political educators in colleges and universities to use new media and new technology to promote ideological and political education.

1. Current situation of college students using Douyin

In this paper, 600 online questionnaires were distributed to students of Central University of Finance and Economics, and 585 valid questionnaires were collected. The analysis shows that more than 80% have downloaded Douyin APP, 60% are currently in use, 72% of them “brush Douyin” every day, and 64% of them “brush Douyin” for more than 2 hours a day; When asked “What do you mainly want to gain from Douyin short videos?”, 52% of students chose “satisfying the curiosity” or “filling the void”, while less than 10% chose “increasing knowledge” or “broadening their horizons”. To the question “Do you have some media literacy”, 51% of students said “no”, 42% said “a little”, only 7% of students chose “fully”; As for the question “Are you willing to watch short ideological and political videos”, 72% of students said “I watch the content that attracts me”, 28% of students said “never watch, quickly skate”; As for the question “Are you willing to make short ideological and political videos”, 51% of the students said “yes”, 30% said “more willing”, and only 19% of the students “not willing”.

According to the survey results, Douyin has successfully attracted college students to spend fragmented time “scrolling Douyin”, but in the selection of short video content, most college students lack the exploration of new knowledge, only stay at the level of “looking for fun”, and also lack basic media literacy and discrimination. However, it should be noted that if ideological and political educators can create wonderful ideological and political Douyin short videos, College students still like to “brush” and “shake”.

2. The basis of Douyin’s role in college students’ online ideological and political education

At present, it has become a trend to rely on short videos, especially Douyin, to seek new development paths, such as the “network celebrity economy”, and the ideological and political education of college students must not be absent, which creates a good social space for colleges to discuss the ideological and political education function of Douyin.

2.1 The progress of science and technology enables the development and promotion of short videos such as Douyin

Smartphones and cheap data rates have made the Internet so free that college students can embrace short videos indiscriminately. In addition, short videos of about 15-30 seconds are the most concentrated time of human attention, and compared with monotonous and boring long text or static pictures, short videos are more likely to be sought after by college students, at the same time, college students can use fragmented time to “brush Douyin”.

2.2 Everything can be Douyin, everyone is the creator of Douyin

In the information age, everyone is the creator of Douyin. Both teachers and students in colleges and universities can become creators, learners and disseminators of ideological and political education content on the Douyin platform, and the interaction between teachers and students tends to be high-frequency and normal in the likes, forwards and comments on short videos, which lays a good foundation for the construction of equal subject-object relationship between teachers and students in ideological and political education and further enhances the effectiveness of ideological and political education.

2.3 Most traditional mainstream media, government departments and universities have entered Douyin

With the popularity of Douyin, more and more traditional mainstream media, government departments and universities have opened Douyin accounts, which has injected positive energy into the Douyin community. College students have become more and more familiar with the ideological and political Douyin official accounts, and psychologically can accept the ideological and political education on Douyin.

3. The positive role of Douyin in ideological and political education of college students

At present, college students are stable and loyal users of Douyin, which has laid a mass foundation for the use of Douyin to carry out college students’ online ideological and political education. Douyin can open up a new position of ideological and political education on the Internet.

3.1 Realized the innovation of college students’ online ideological and political education carrier

With its unique advantages, Douyin has become a new carrier of online ideological and political education for college students, expanding the time, space and scope of influence of online ideological and political education. “Everything can be Douyin, everyone can Douyin” has become the consensus of the network society.

3.2 It can effectively fill the blank field of college students’ online ideological and political education

In the information age, ideological and political workers in colleges and universities can fully utilize the fragmented time of college students to carry out ideological and political work, overcome the drawbacks of occupying the whole time of students for a long time, and let college students make full use of the fragmented time to “brush Douyin” anytime and anywhere, and broaden the influence radius of ideological and political education.

3.3 Can enrich and activate the content of college students’ online ideological and political education

Traditional ideological and political education is a kind of “indoctrination” education mode, which will make students gradually lose their interest in learning ideological and political content, so that it is difficult to play the role of the main channel and main position of ideological and political classroom. Using Douyin to convey positive energy to students through visual short videos can make ideological and political education enter the ear, brain and heart.

3.4 Can enhance the affinity of college students’ online ideological and political education

In traditional ideological and political education, the status and relationship between teachers and students are not equal, which puts on the coat of “high” and “not grounded” for ideological and political education, which is difficult to enter the mind and the

educational effect will be greatly reduced. By using Douyin to carry out online ideological and political education for college students, teachers and students can fully participate in the education process, deepen their understanding of each other through mutual forwarding, likes and comments, optimize the relationship between teachers and students, and thus make the ideological and political education of college students more “grounded”.

3.5 The efficiency of online ideological and political education has been improved to a certain extent

On the one hand, Douyin breaks the limitation of time and space to the maximum extent, and college students can use the fragmented time to “brush Douyin”. On the other hand, Douyin improves the efficiency of interaction between teachers and students. Teachers and students can quickly forward, like and comment on short video content, which will further expand the scope of influence of ideological and political education.

4. Challenges brought by Douyin to college students’ online ideological and political education

Douyin has the characteristics of short transmission time, strong pertinence and independence, and wider choice of content, which greatly meets the habit and demand of college students to use fragmented Internet entertainment. However, just because of this, Douyin has brought challenges to college students’ online ideological and political education. In particular, the mixed short video content has greatly impacted the dominant position of mainstream values in online ideological and political education.

4.1 The content of Douyin short videos is diversified, but students lack media literacy and discrimination

Douyin short video content is diversified, among which healthy short video content is conducive to cultivating college students’ world outlook, outlook on life and values. However, it cannot be denied that the current short videos of Douyin are still full of some vulgar content, and the vast majority of college students lack basic media literacy and discrimination, and are easily affected by bad content, which poses a severe challenge to ideological and political educators.

4.2 To a certain extent, Douyin will cause college students to unilaterally pursue “immediate satisfaction” while ignoring “delayed satisfaction”

“Brush Douyin” is more about “instant gratification”, but “delayed gratification” may allow students to achieve greater achievements in their studies and careers. If college students are addicted to the “instant gratification” brought by Douyin, it will lead to academic difficulties, which may lead to psychological problems.

4.3 Douyin may induce college students in the new era to form a distorted view of employment

The “Internet celebrity economy” arising from the live streaming of Douyin makes people fascinated. To a certain extent, it will create a distorted employment concept for college students who are immersed in Douyin. This employment concept is essentially a kind of value pursuit with no minimum limit, which makes college students no longer learn knowledge conscientiously and work hard to strengthen their skills.

4.4 Douyin’s pursuit of “pan-entertainment” will inevitably bring negative impacts on college students’ values

Although most traditional mainstream media, government departments and universities have been resident in the Douyin community and actively spread positive energy, a large number of vulgar and negative short-term frequency is still filled and spread rapidly, causing adverse effects among college students, so that some college students have the moral cognition of “low red” and “high black”.

4.5 College students are addicted to “scrolling Douyin” and ignore normal socialization activities

Douyin has a natural tendency of “entertainment first” and high user stickiness, which can easily lead to college students “scrolling Douyin addiction” and self-isolation, affecting their normal socialization activities and gradually losing their normal interpersonal skills.

5. Countermeasures for colleges and universities to play the role of Douyin in college students’ online ideological and political education

As the darling of the information age, Douyin can be used for everything. Douyin can be found everywhere and at all times, and has an important impact on people’s production and life. However, Douyin is just a tool and carrier in essence, and there is no absolute good or bad in itself. Therefore, colleges and universities should take advantage of the situation and make Douyin an important starting point and effective carrier to carry out college students’ online ideological and political education.

5.1 Set up a special department to produce short videos of ideological and political education and short videos of professional courses

Colleges and universities should set up special departments for Douyin, according to the Party's 20 National Congress, socialist core values and professional courses and other related content, produce 15-60 seconds of wonderful short videos, deepen college students' understanding of these core concepts and professional knowledge, and promote the ideological and political construction of courses.

5.2 Use hot events to carry out ideological and political education in a timely manner

Colleges and universities can interpret, comment, analyze and publicize hot events at home and abroad through short videos of Douyin, and guide college students to understand the deep meaning and value behind the events.

5.3 Use short videos for educational interaction

Colleges and universities can set up interactive links for college students on the Douyin platform, encourage them to exchange ideas and share ideas through short videos, and promote the collision and exchange of ideas.

5.4 Strengthen the training of college students' media literacy and network identification ability

Colleges and universities should help college students correctly understand the tool attributes of Douyin, cultivate their media literacy ability, and guide them to improve their identification ability and resist and report vulgar content in the process of using Douyin.

5.5 Strengthen the management and supervision of Douyin short video content

Universities should formulate relevant management systems and norms, and strengthen the management and supervision of college students' browsing, uploading and commenting on Douyin short videos. At the same time, universities can also screen and filter the short video content of Douyin by AI and other technical means to ensure its legality and compliance.

In short, colleges and universities can use the Douyin platform to carry out online ideological and political education of college students in various ways, give full play to the role of Douyin in online ideological education of college students, and educate people for the Party and the country.

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