

The Influence of Network Public Opinion on the Talent View of "Post-00 s" College Students and Its Countermeasures

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Abstract: Online public opinion has brought two-sided influence on the ideological and political education of post-00s college students, and also influenced their views on how to grow up. As an ideological work educator in colleges and universities, we should combine the characteristics of "post-00" college students' own view, give play to the positive role of network public opinion in shaping college students' talent, and provide feasible suggestions for the problems existing in the college students' view.

Keywords: Online Public Opinion; Post-00s College Students; Talent View

Introduction

As the backbone of the young generation, the "post-00s" college students have ideals, skills and responsibility, the country will have a future and the nation will have hope. Therefore, the value pursuit of "how to become talented and what kind of talent to become" requires them to think deeply and put it into practice. College students are an important subject of netizens. Their discussion on online public opinion reflects their own values and world outlook, while online public opinion is also affecting their ideology. Therefore, it has an important practical role in discussing the influence of online public opinion on the value pursuit and ambition of college students.

1. "Post-00 s" college students' talent view characteristics

1.1 The "post-00s" college students' talent view has four characteristics:

First, the diversity of talent view: They are in the era of information explosion, exposed to diversified values and have a diversified view of success. In terms of talent orientation, they mainly focus on learning ability, communication ability, work experience and vocational skills, but the proportion of everyone is different, so it also affects their success goal.

Second, the self-motivation of success: Selfish motivation for success. Many college students are more motivated by money, power, prestige, recognition and so on, and their values are more about their personal standard. Thus, the lack of collective consciousness.

Third, the contradiction of the standard of success. They are influenced by multiculturalism, and their ideas and choices are also prone to contradictions and opposites. They recognize that the young people of today should shoulder the responsibility of realizing the Chinese dream of national rejuvenation, strive to be new people of national rejuvenation, and become new people with ideals, skills and responsibility. But the ^[1] is often confused or blocked in the actual implementation process. When the ideal self and the real self are inconsistent, their criteria for success are also contradictory.

Fourth, The realism of the value of choosing success. As college students live in the network era and are greatly influenced by media information, they will choose to tend to participate in their college activities, and are more willing to work in large and medium-sized cities in employment development. Salary is the first factor to consider. Therefore, their success value choice is more practical, self-happiness is more realistic.

2. The influence of online public opinion on the talent view of "post-00 s" college students

Online public opinion refers to the social and political attitudes, beliefs and values generated and held by the public towards public issues and social managers through the Internet around the occurrence, development and change of intermediary social events in a certain social space. College students generate online public opinions through their own creative activities, and obtain massive information and knowledge through online public opinions. Therefore, online public opinion plays a double role in the "double-edged sword" of "post-00 s" college students.

2.1 The positive effect of online public opinion on the "post-00 s" college students

2.1.1 The main body of education was expanded

"At present, there is a shortage of 21,800 teachers in ideological and political courses in China."^[2] Therefore, it can be seen that the educational subjects important to form a positive and correct view of college students' success are limited in quantity and strength, and cannot form a pattern of full-staff education. In the process of the development of online public opinion, the government, social organizations, public service departments and other social resources can participate in the process of ideological and political education, and jointly undertake the responsibility of cultivating college students.

2.1.2 Enriched the educational resources

Because of its openness, network public opinion often brings rich educational resources for ideological and political education. For example, in the past two years, the Internet hot discussion has been caused by various sexual news in the entertainment industry. These online public opinions are all caused by stars, and they have received high attention among college students. The cases involve legal issues, social ethics issues and value issues. Educators encourage college students to deepen their understanding of the socialist core values through the analysis and explanation of these cases.

2.1.3 Innovative means of education

Online public opinions are spread through online platforms. College students can browse content and express their opinions freely. Network communication breaks the limitation of traditional text or language as the carrier, and vivid education can be carried out through video, animation, live broadcast and other novel forms. Moreover, online public opinions are usually presented in the form of case lists, telling vivid stories one by one. The value orientation reflected behind these stories can make college students more interested and more receptive.

2.1.4 Improve the educational effect

The outstanding problems caused by the general network public opinion are exactly the problems highlighted by the development of The Times. These network public opinion events with the most timeliness and interest provide a wealth of positive and negative cases for the cultivation and education of correct values and talent view of college students. Taking cases as the educational carrier of college students' thoughts and values can better practice the socialist core values and improve the educational effect.

2.2 The negative impact of online public opinion on the concept of post-00s college students

2.2.1 It weakens the role of ideological and political education of college students

The network is an open platform, and its universal application makes it more convenient for college students to participate in the network public opinion discussion. However, the information content of the network is mixed, difficult to distinguish between the true and false, but also contains a variety of different ideological views and judgments. If the ideological foundation is unstable, it will seriously affect the value judgment and choice of college students, weaken their

independent thinking ability, and be easy to produce wrong cognition, thus weakening the role of ideological and political education of college students.

2.2.2 It hinders the normal progress of education work

Online public opinion follows its popularity. Complex public opinion information and wrong guidance will make the public's attitudes and opinions deviate from the socialist core values. As a result, the interaction between network public opinion and ideological and political education for college students is passive and negative, which increases the difficulty of ideological and political education for college students and hinders the normal progress of education work.^[3]

2.2.3 It affects the college students' identification of the mainstream values

In 2020, China's Internet and information system investigated and dealt with illegal acts on the Internet. At present, a total of 8,868 illegal websites have been cancelled or registered or even closed, and a total of 1,569 relevant case clues have been provided to judicial organs.^[4] Illegal sites have been shut down because of spreading fake, violent and pornographic videos. College students like novelty hunting, and seeing these video messages that stimulate their senses will erode their thoughts and psychology. As a result, they are more ideologically confused and tangled, affecting their identification of the core socialist values.

3. Countermeasures to strengthen the positive influence of online public opinion on the success view of "post-00 s" college students

3.1 Enhance the ability of the post-00s college students to study and judge online public opinions

Because the "post-00 s" college students' thinking is active, but at the same time, their independent thinking ability is weak. On the one hand, the school can carry out special lectures and debate competitions on hot online public opinions, so that college students can explore the hot issues more thoroughly in the debate and discussion. On the other hand, we should cultivate college students' ability of thinking and analysis. To objectively analyze the essence of public opinion information from the perspective of dialectical materialism, and to improve college students' ability to identify and analyze online public opinion information.

3.2 To enhance the sense of identity of the post-00s college students to the mainstream ideology

Because the motivation of "post-00s" college students is more selfish. Therefore, the foothold of ideological education should start from meeting their needs and interests. First, we should find the entry point and focus point to carry out mainstream ideological education activities. Secondly, we should share and interpret their reflection and practice in daily study and life. Thus, the "post-00 s" college students can realize the practical significance of the mainstream ideology and strengthen their sense of identity to the mainstream ideology.

3.3 Strengthen network ideology education in colleges and universities

Based on the contradiction of college students' standards for success, colleges and universities need to guide students to establish a correct ideology and enhance their internal identity to the socialist core values. First, the ideology contained in online public opinion is diversified. More social practice activities are carried out to practice true knowledge, so that college students can realize self-education in practical activities, treat online public opinion more rationally, and enhance their sense of identity with socialist core values. Second, give full play to the role of campus network media, and regularly spread the mainstream consciousness of socialist core values through the campus official network platform, so as to strengthen the network ideological education in colleges and universities.

Conclusion

Online public opinion as a double-edged sword in the establishment of "post-00 s" college students. Ideological and political educators in colleges and universities should learn to make good use of its positive function, maintain educational concepts and educational content advancing with The Times, and explore value education forms in line with the psychological characteristics of post-00s college students. At the same time, we should also control and supervise its negative effects, pay more attention to the confusion reflected by students in the network media, and give timely answers. Let college students in the good campus environment to form the correct values and ambitious view of success.

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