

A Study on the Propagation Trend of Historical Nihilism in the Algorithm Recommendation Field and Response Strategies

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Abstract: The historical tide rushes forward, the information age comes rapidly, and cyberspace becomes a new position for our party to unify ideas and win the public opinion struggle. The propagation trend of historical nihilism in the field of algorithmic recommendation presents characteristics such as more diversified propagation paths, more precise audiences and much higher effectiveness. However, the essence is still the misinterpretation of history, the spelling out of history and the deconstruction of history. Therefore, to deal with the spread of historical nihilism in the field of algorithmic recommendation, it is necessary to promote the main theme and manifest the charm of the times of cultural confidence; to implement who should be in charge and establish a comprehensive network governance system; to build a firm main position and promote the integration and development of algorithmic technology and mainstream ideology.

Keywords: Algorithmic recommendation; Historical nihilism; Ideology

1. Performance of historical nihilism propagation in the algorithm recommendation field

The propagation of historical nihilism in the field of algorithmic recommendation is based on big data technology, which extracts the information that users may be interested in from the massive information through algorithms, such as users' browsing footprints, historical consumption records and behavioral data such as "likes, retweets and comments", and calculates the adhesion between audience groups, so as to make corresponding push. Based on the accurate analysis of algorithm, it can realize the personalized, customized, accurate and efficient matching of information and audience. Its communication representation presents three characteristics.

1.1 "Algorithm" captures data and diversifies communication paths

The dissemination of historical nihilism is mainly through cutting into micro topics closely related to people's daily lives, using "issue setting" as a "trap" to subconsciously infiltrate its core ideas from topics with certain depth. For example, on online media platforms such as Jitterbug and Racer, the penetration is guided by short videos, live broadcasts and Vlogs; on social media platforms such as WeChat, Weibo and QQ, the mockery is carried out by spreading expressions of historical figures and duanes.

1.2 "Algorithm" captures data and makes the dissemination audience more accurate

The main target of historical nihilism is the youth group in China. Since the youth group has relatively little contact with the outside social environment, the formation of moral and legal consciousness and values is yet to be perfected, and they are prone to form undesirable social behaviors. By precisely capturing the traces of data left by the audience on the Internet, historical nihilism, together with customized marketing strategies, pushes specific information to the market according to the audience's preferences, making the audience fall into the "information cocoon".

1.3 "Algorithm" captures data and greatly increases the effectiveness of communication

The effect of the infiltration of historical nihilism communication is mainly reflected in the speed and effectiveness of

guiding public opinion. By using algorithmic recommendation technology to analyze the instantaneous emotions and attitudes of Internet users, the effective guidance of public opinion is ensured through tracking and real-time prediction. A typical example is the "water army" that appears in Weibo hot search, which brings rhythm to the content they advocate in the form of extensive comments and multiple retweets to disrupt netizens' value judgment. This kind of three-dimensional public opinion guidance not only enhances the intensity of the spread of abnormal values, but also improves the credibility and efficiency of public opinion analysis through technical monitoring. Therefore, the propagation effectiveness of historical nihilism is obviously enhanced in the algorithmic recommendation field.

2. The essence of the dissemination of historical nihilism in the algorithm recommendation field

To correctly understand and evaluate social history, it is necessary to recognize historical events and historical figures in the specific historical process. The development of technology is not an umbrella for historical nihilism. The content promoted by historical nihilism is contrary to the scientific research method of historical materialism, and its essence is still to misinterpret history in content, to cut history in means, and to deconstruct history in methods.

2.1 Content: misinterpretation of history

Marx said: "Where history begins, the process of thought should also begin, and the further development of the process of thought is merely the formal reflection of the historical process in an abstract, theoretically consistent manner" ^[1] On the pretext of "re-evaluating history", historical nihilism tries to disguise itself and its essence by subjective thinking. In order to gain the attention of the public, they distort and subvert history subjectively by means of "consolidating data", denying the historical progress made in China's revolution, construction and reform, and denying the efforts of the Chinese people in building a modernized socialist country with Chinese characteristics. To falsify history with one's subjective will and to promote and praise imperialist aggression is to subjectivize and distort historical facts, historical circumstances and historical events, and to deviate from the principle of seeking truth from facts.

2.2 Means: Cutting and Spelling History

Using the algorithmic means of artificial intelligence, historical nihilism tries to replace the whole with the partial and the essence with the phenomenal, but in fact dominates reality with concepts and controls history with logic, leading to the dilemma of metaphysics. With the help of various ideas such as network nationalism and network populism, it selectively exaggerates and praises some special phenomena in the development of developed Western countries, but only for some fragmented surface phenomena, instead of rising from the understanding of phenomena to the understanding of the essence of things, and is using the analysis of phenomena instead of the synthesis of the essence of things, thus covering up the reactionary attempt of nihilism.

2.3 Method: Deconstructing History

The rapid development of information has made the expansion of historical nihilism more bold in its penetration. It selectively deconstructs history on the basis of abstract ideas such as self-worth and individual freedom. Catalyzed by the logic of capital, historical nihilism in the new era has pinched the lifeblood of some socially irresponsible Internet media and used it to pick up network traffic at will, attempting to dilute and erode collective memory, using the plurality of historical evaluations as a veneer to overly highlight the subjective evaluations of historical events by ordinary figures. The essence of historical nihilism is to ignore the important role people played in the process of historical development, and its goal is to weaken individuals' sense of social responsibility and national identity and generalize ideology.

3. Strategies for coping with the spread of historical nihilism in the algorithmic recommendation field

3.1 Promote the main theme and show the charm of the times of cultural confidence

To deal with the network infiltration of historical nihilism, we must promote the main theme and adhere to the core leadership role of mainstream values in the field of ideology. On the one hand, we should strengthen the network education of the propaganda of the materialistic view of history in the new era, and improve the thinking ability and value judgment of the netizens to correctly understand historical issues. On the other hand, we should actively promote the popularization of historical research in order to improve the quality of history and culture of the majority of Internet users. Vigorously promote China's

mainstream ideology, occupy the high ground of strategic struggle of network ideology, let the public consciously practice it in our political life, economic life and cultural life, and completely eliminate the possibility of network dissemination and infiltration of historical nihilism from the source of erosion.

3.2 Implement who should be in charge and establish a comprehensive network governance system

Promoting the establishment of a comprehensive network governance system and strengthening the strength of network governance as well as supervision can help weaken the negative effects brought by algorithmic recommendation technology. Specifically, first, the corresponding laws and regulations should be formulated and improved according to the situation of network development. The security of the network ideological position urgently needs to be protected by relevant legal provisions adapted to the new thing. Second, we should strengthen the supervision of network information output and dissemination by the authority and responsibility departments. The speed and timeliness of network news dissemination also put forward higher requirements for the supervisory departments. Third, we should fully understand and play the role of "opinion leaders". We can cultivate our own "network spokesmen" and "opinion leaders" through the web celebrities on the self-media platforms, so as to tell China's red story and sing China's melodious melody.

3.3 Build up the main position and promote the integration of algorithmic technology and mainstream ideology

To effectively suppress the infiltration of historical nihilism, it is necessary to let the "right voice" take precedence. First, we should optimize the technical support for the dissemination of mainstream ideology, so that mainstream ideology can be fully reflected in the whole process of technology design, research and development, and application. Secondly, we should strengthen our grasp of the accuracy of mainstream ideology content, and export more objective and high-quality mainstream ideas to achieve the defense, criticism and guidance of historical nihilism. Third, we should improve the dissemination platform of mainstream ideology precision, enhance the social responsibility of the platform, "build their own mobile communication platform, and manage and use commercial and social Internet platforms" ^[2], thereby compressing the living space of historical nihilism and creating a clear Internet communication ecology.

References

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