Research on the current situation of Ideological and political education in Colleges and Universities under the network stratification

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Absrtact: as a media, the Internet has the characteristics of flattening and layering. With the development of the Internet, network media has had an important impact on the life, learning and communication of young students. The ideological and political work in Colleges and universities must pay attention to the role of this Internet media in the dissemination of ideology. This paper starts with the investigation of the characteristics of the circle, and makes an in-depth analysis of the current situation of Ideological Education under the network circle, in order to improve the effectiveness of classroom ideological and political education.

Key words: Ideological and political education in Colleges and universities; Education; Current situation exploration

The layering of the Internet is an inevitable trend after the Internet has become the main social media. At the initial stage of the development of the Internet, as a new medium of information dissemination, it was once optimistically believed that it had broken the closed and hierarchical characteristics of traditional information transmission. Its "flattening" and "decentralization" provided an extremely convenient channel for Internet users to accept and transmit information. The richness of network information also promoted the creation and sharing of network culture, So an era of unlimited information has come. However, the "decentralization" and "layering" of the network coexist from the beginning, and there is no completely open, equal and free communication platform. The network social model is fundamentally a reflection of the real social model. In the era of network, information is capital, and its production and reproduction process follow the logic of capital. When the era of information capital appears, the monopoly of information is inevitable, which is the economic logic of network stratification. "The three forces of relationship, culture and technology jointly affect the network's circle. Subculture tends to be organized, capital's influence on the subculture circle, and network technology and products accelerate the user's circle. The combined effect of these three forces has led to the intensification of the network's circle." Layering breaks the illusion that information is infinitely open. On the one hand, it continuously intensifies the locking of information, on the other hand, it also brings the solidification of value, the hierarchical interaction and the polarization of ideas. At present, the huge amount of information and data faced by netizens are filled with a large number of irrational, inflammatory and negative information, and our young students are the main force of the Internet. These sources of information are unknown, highly inflammatory and quite hidden, which have posed a threat to the current ideological education, It is no exaggeration to say that the Internet has become the main battlefield of ideological struggle. The focus of Ideological and political education in Colleges and universities is to study the impact of network layering and guide the layering network according to the situation.

1 The emergence and performance of Internet layering

It is difficult to find a clear time point for the emergence of network layering. When Tim Berners Lee, the father of WEQ, founded the Internet, he endowed the Internet with the characteristics of openness and sharing. He hopes to use computer technology to store knowledge and open resources for users to access freely. For this reason, he has always opposed the commercialization of the Internet to maintain his original purpose of developing the world wide web, but the trend of commercialization of the Internet is irresistible. However, the commercialization of the network will inevitably lead to the emergence of layering. Specifically, it is mainly manifested in the following aspects:

1. The monopoly and utilization of data promote the development of network layering

As we all know, all technologies point to a certain purpose. The problem that technology needs to solve is generally to meet the common needs of all mankind. However, after the commercialization of technical means, its purpose is to serve the maximization of interests, and the Internet is no exception. The commercialization of the Internet has created the prosperity of the Internet economy. People can easily exchange a large amount of information by using the network platform. Online shopping, online creation, online search, online job search, etc. all the work categories that need information transmission can be completed according to the Internet. In today's huge Internet economic ties, information has become the most important means of production. "With the help of cloud computing analysis, massive online big data has become as valuable resources as water, electricity and oil, and has entered people's production and life. It has become an essential condition for human practice and the most important means of production in the Internet era." Internet companies can not only profit from data storage and sharing, but also obtain new economic growth points by launching more convenient data search functions, data analysis, computing, data security and other services in the era of data explosion. The advent of the era of big data is certainly conducive to people's convenient, fast and low-cost access to data resources, but through the analysis of their users' data usage, various Internet platforms provide the so-called accurate data delivery, that is, big data push, targeting the target group, indirectly affecting the enthusiasm of Internet users' active search, thus forming an information cocoon, Further promote the network layering.

2. The hierarchical network relationship is the projection of the real community relationship

Fundamentally, the formation of network layering is based on real social relations, but on the Internet, with the help of network new media, it is easy to expand and integrate the so-called like-minded people and establish a communication network that is difficult to build offline, so the network layering is not entirely derived from the self-organization of network relations, In reality, the circle will extend to

the network, forming a network circle with higher viscosity and more direct interaction. The online community and the real community are also consistent in some characteristics. They both have relatively frequent intra group interactions, establish relatively stable inter group connections, and form a common group consciousness. However, compared with real communities, the aggregation and differentiation of online communities are more casual. With the development of the Internet, various models will emerge in the evolution of the network circle. There are not only the public circle with strong publicity, random access and exit mechanism, and a large number of people, but also the niche circle with strong concealment, strict access mechanism, and relatively fixed members. Both the mass circle and the minority circle have evolved certain hierarchical characteristics in the form of organization, that is, the organizers of the circle are generally opinion leaders, who have considerable discourse power in the circle, and some circles have also evolved their own circle cultural expression. This unique circle discourse has even shaped the discourse expression of some current public events, such as the "Involution", "lying flat" and "small town topic maker" of the fire in recent years. Originally popular in the small circle of Douban, it has become a public discourse widely used by netizens to ridicule their own situation and express their dissatisfaction with the economy and society. This trend of the circle discourse into public discourse can not be ignored. It shows that the influence of the network circle not only affects the public sphere, but also begins to use its influence to represent the interests of the public and shape the behavior standards of Internet users.

3. The construction of identity intensifies the binary opposition outside the inner circle

Compared with the identity of the real circle, the identity of the network circle audience is mostly spontaneous, with strong emotional characteristics. Therefore, the network circle has relatively weak control over the identity of its members, resulting in strong random characteristics of the identity and stripping of the members in the circle. However, the network circle is still essentially a reflection of the real social structure. As a group, it inevitably tends to strengthen the group identity. From the overall development trend of the current Internet circle, the major network platforms have continuously subdivided the public circle with content products as a barrier, forming individual circles, Within the circle, the differences in personality and style of the circle will be highlighted, and the unity within the group will be strengthened by constantly creating unconventional words.

Theoretically, this kind of network layering innovation is to prove and maintain the rationality and value of the existence of the circle through the exclusion of dissidents. Through the observation of the phenomenon of rice circle culture, Peng LAN found that the stratification will promote the intensification of differentiation and conflict between different circles. "This conflict, on the one hand, stems from the fans' recognition of their own groups and the exclusion of external groups, on the other hand, it also stems from the competition for cultural capital and social capital."

2 The challenge of "stratification" to college students' Ideological and Political Education

1. The spread of mainstream ideas is weakened

In the "circle information network" privately customized by we media platform, college students receive information of interest, and most of them lack the consciousness of actively "FM" receiving mainstream information. At present, although colleges and universities attach importance to the propaganda work of network front ideology, it is difficult to ensure the "same frequency resonance" with college students, which is the key to the problem. For the circle problem, I interviewed some college students, most of whom said that if someone publicized ideological and political education information in their social groups, they might ignore and focus on the content of interest pushed by we media platform. Some students said that they would pay attention to the information of Ideological and political education, but generally they would not forward or comment, because so many would be regarded as "alien" by "friends in the circle". It can be seen that the existence of circles weakens the "penetration" of the mainstream voice, leading to the weakening of the discourse power of Ideological and political education.

2. Vulnerable to "invasion" of negative thoughts in the circle

The formation of "stratification" has its inevitability and rationality. The so-called "like-minded", if the circle wants to form, the people in the circle must be highly similar or consistent in some aspects. Because we media has the characteristics of disinhibition, and there is a strong closed exclusivity within the circle, when college students with more extreme thoughts gather on the network, the "circle" provides them with a "secret base". Under the influence of the "Butterfly Effect" of the network, this negative thought may continue to spread.

3. The dominant position of Ideological and political educators in the circle has been changed

Because the we media platform has the characteristics of anonymity and autonomy, it is difficult for ideological and political educators to construct or maintain ideological interaction even if they enter the "inner circle" of students. Anonymity brings about "high selectivity". In the we media where everyone has a microphone and everyone is a spokesman, the information of Ideological and political education is easy to be submerged in a large number of network information. Moreover, some college students' internal driving force is insufficient, and they will often put such information on the "immune label", or "kick" people out of the circle who do not match the "spirit" in the circle. This phenomenon leads to the ideological and political educators' easy loss of the dominant position of education, and the dissemination of mainstream information is not easy to get the attention of students.

3 The opportunity of Ideological and political education for college students by "stratification"

1. Understand the true thoughts of College Students

In real life, due to the constraints of internalized social role expectations, students are usually reluctant to tell others about their true ideas that are contrary to social role expectations, especially their elders and teachers, which makes it difficult for ideological and political educators to understand the real ideological trends of students and to "prescribe medicine". But in the circle, especially in the anonymous

circle, college students are more willing to express their feelings. If ideological and political educators can enter the "circle" of college students, it is not only social groups, but also microblogs, wechat tweets and so on that college students often leave messages and comments, which can more effectively grasp the ideological trends of students and make the ideological and political education more targeted.

2. Improve the efficiency of Ideological and political work

In real life, if ideological and political educators find students with ideological problems, they usually conduct individual counseling and education, but they often find one "education" or "wide net" to teach the theory of Ideological and political education to all students. This kind of teaching makes some students who are not troubled by the problem feel bored. In the we media circle, most of the people in the circle have similar ideological problems. Ideological and political educators can solve the ideological problems of "a circle of people" at the same time, and realize the transformation from "one-to-one" in reality to "one to many" in cyberspace. Moreover, the we media platform breaks the time and space constraints, does not need a specific education place, and enhances the universality and flexibility of Ideological and political education.

3. Better use of fragmented time

At present, the information receiving methods of users under the we media platform are fragmented. Ideological and political educators can make full use of the fragmented time of the educated and carry out ideological and political education in various forms. The ideological and political education in we media has more free communication time. The exchange between educators and educated people does not need synchronicity due to the mutual messages and comments on the Internet. And in the we media era, a piece of information, a circle of friends, a comment, a small video can play the role of Ideological and political education, which enriches the way of Ideological and political education. Ideological and political educators should make full use of the characteristics of circles, shift from mass communication to focus communication, occupy fragmented time and fragmented space of college students as much as possible, and publicize the mainstream ideology.

Conclusion:

Network layering is inevitable in the development of the Internet, or the flat and decentralized characteristics of the Internet are only one aspect of its essence. As a media means, the network society is still constructed on the basis of the real society. Young students have become active members of the network social media because of their open, independent and diversified characteristics. On the one hand, it is conducive to broadening their horizons and mobilizing their enthusiasm to actively participate in the research and discussion of social issues; On the other hand, it also challenges our current mainstream ideological education and Cyberspace Security Governance.

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