Analysis of College Students' Ideological and Political Education Based on Network Hot Topics

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Abstract: Ideological and political education of college students has always been an important part of higher education, but also the main topic of government and education. The effect of ideological and political education for college students is affected by various factors, and the standards and priorities of ideological and political education in different periods are also different. It is important to meet the needs of the development of socialism with Chinese characteristics, keep pace with the times, and combine with the actual education situation of colleges and universities. As a common phenomenon in the Internet era, network hot topic plays a positive role in enriching ideological and political education resources in colleges and universities, cultivating college students ' socialist core values and improving their social responsibility. Therefore, in carrying out the ideological and political education of college students, we can effectively integrate the network hot topics with the ideological and political curriculum education, and lay a good foundation for promoting the ideological and political education of college students. And give the network hot topic, correct value guidance for college students, give full play to the resource effect of network hot topic, improve the quality of ideological and political education of college students.

1. Introduction

With the continuous development of the modern Internet, network media has also risen and developed, bringing more convenience to people's daily life [1]. In addition, in the network information age, the form of ideological and political education in colleges and universities is more diversified. In addition to QQ and Microblog, the emergence of new media such as We Chat public platform, video number and chattering also has a certain impact on college students ' outlook on life, world outlook and values [2].In order to meet the needs of the development of modern society, when carrying out ideological and political education for college students, we can use the network information technology to carry out ideological and political education for students in combination with the current hot topics on the network, so as to promote students to establish the three views they strive for. While improving students' ideological and moral quality, it can also promote the sustainable development of ideological and political education in colleges and universities, and cultivate more high-quality professionals for the society.

Network hot topics can also be called network hot topics, mainly refers to the emergence of the network, the majority of Internet users concerned, and cause Internet users to discuss topics [3].

The reason why the network hot topic can cause people's widespread concern is not only directly related to the event itself, but also related to whether the event touches the interests of Internet users, causes the interest of the network, and is related to the diversification of network hot topics. The essence of network hot topic is the periodic result of social contradictions under the catalysis of a certain event, and the characteristics of public opinion are obvious. It is usually the political news at home and abroad, and the social problems related to the vital interests of the majority of the people. It not only integrates political, economic and cultural fields, but also reflects the interests of different strata. Therefore, the hot topic of online discussion has also become an effective way for the current social public interest demands and the government to understand the public situation.

In colleges and universities, the topic of network hot discussion is easy to get the attention of college students with active thinking and extensive information sources. Therefore, the network hot topic is not only conducive to the comprehensive study of the law of cognitive development of college students at this stage, but also conducive to guiding the comprehensive development of college students' ideological behavior. However, the hot topic of network discussion not only has a positive guiding effect on college students, but also has a negative impact, resulting in adverse effects on college students' ideas [4]. In order to give full play to the positive side of the network hot topic and reduce its negative impact on college students, colleges and universities should pay attention to the individual differences between students in ideological and political education, actively organize corresponding social practice activities, so that students can play to subjective initiative, establish correct values in practical activities, and cultivate students' sense of social responsibility.

2. Adverse Effects of Network Hot Topics on College Students' Ideological and Political Education

2.1 Internet Hot Topics Lead to College Students' Lack of Recognition of Traditional Values

Network hot topic is mainly based on the form of media convergence, through modern media technology for news content dissemination. Different from the traditional news hot spots, the communication form of network hot topics has changed, but the hot topics still focus on the people's livelihood [5]. However, because online hot topics usually expose some negative social news. For example, in the previous years, because of fear of being blackmailed, the elderly fell without help. Because of too much negative news, college students think that the dark side of society is too much, and the news of positive energy is too little, which will not only lead to college students' disillusionment of traditional social ethics and moral values, but also easily lead to college students being affected by bad values and misguided. Therefore, in the process of ideological and political education for college students, colleges and universities should also pay attention to the cultivation of students' ethical values, so as to ensure that college students can have strong self-reflection ability, so that they can adhere to their original intention in the complex social environment and public opinion environment. However, at present, colleges and universities have not effectively implemented the guidance of students' traditional values, resulting in various negative emotions of some students. If this situation cannot be effectively improved, it will not only affect the improvement of students' comprehensive quality, but also easily lead to various campus adverse events. Therefore, colleges and universities should pay attention to this and encourage students to establish correct ethical values.

2.2 Confusion of College Students' Realistic Pursuit and Value Judgment Caused by Internet Hot Topics

Under the influence of the Internet, college students can contact the network hot topic through various channels. In the face of some hot topics related to power, class and other network, there will usually be a lot of censure on the network. Some people will regard the pursuit of noble interests as their own life goals, resulting in many students falling into extreme individualism under the influence of this social environment and values. Therefore, if the network hot topic is lack of correct examination, it is easy to lead to confusion of college students' value judgment and practical pursuit, which is not conducive to improving the effect of ideological and political education and personal comprehensive quality level. In addition, in the relevant research, it is found that the ideological and political education in colleges and universities is not aware of the integrity of humanistic education, and the curriculum is relatively simple. It does not integrate history, literature, art and other humanistic knowledge into the ideological and political education of students, which leads to the deviation of science and humanistic education. It also promotes students to lack humanistic knowledge and humanistic spirit, and affects students ' ability to distinguish network problems.

2.3 Internet Hot Topics Lead to Low Political Quality of College Students

With the rapid development of the network, it is more convenient for people to obtain information [6]. Under the background of network hot topic, because of the complexity and diversity of network information, some people who have bad intentions will also use the network hot topic to disseminate false statements, reverse the black and white of some social hot events, incite public opinion, confuse the public audio-visual, cause adverse interference to the cognition of college students, resulting in some students who are not determined to stand wrong positions, mislead students, and make their political position incorrect. In particular, a few students will be misled, resulting in extreme nationalism, which leads to their questioning of the correct values.

In addition, in the humanistic care of college students' ideological and political education, because of the lack of attention to the individual differences of students, it leads to the process of ideological and political education of students, and does not take the actual situation of students as the criterion, adjust the way and method in time, which has a negative impact on the subsequent development of students, resulting in low level of students' own political quality.

2.4 Internet Hot Topics Negatively Affect College Students' Mental Health

In general, network hot topics are mostly social events, such as government officials corruption, chaotic private life, hedonism, life proud and so on. There are also some violent crime events, as well as the entertainment circle of private life speculation, and these social negative news for mentally immature college students, will cause great negative impact, resulting in college students ' mental health is adversely affected. Therefore, when carrying out ideological and political education in university life, college teachers should strengthen students ' cognitive ability to negative online hot topics, so that they can enhance their own critical thinking ability and view social negative news with a rational attitude. In addition, the theory originates from life, and students lack sufficient life experience and social practice, which will have a great adverse impact on the smooth implementation of the talent training plan in colleges and universities.

Moreover, through relevant surveys and studies, it is found that most colleges and universities pay more attention to the cultivation of theoretical knowledge of college students, and pay less attention to the social practice of college students. As a result, most students have sufficient theoretical knowledge, but they cannot effectively combine theory and practice in social practice,

resulting in the generally low practical ability of college students. In addition, after the reform and opening up, China's rapid socio-economic development, under the influence of the market economy, competition is becoming more and more fierce, college students graduate employment difficulties, so that 'useless reading' has been recognized by many people, coupled with the growing gap between the rich and the poor, uneven distribution of social resources, but also led to college students by the influence of public opinion, fantasy can overnight rich.

Some students will even give up their studies, the pursuit of nihilism, leading to some students' mentality more and more impetuous, eventually the imbalance of mentality, not only adverse to the growth of students, but also will move the future development of students have a serious impact.

3 Application Strategies of Network Hot Topics in College Students' Ideological and Political Education

3.1 Improving the System Guarantee Mechanism of Network Hot Topics

In order to give full play to the positive influence of network hot topic in the ideological and political education of college students, colleges and universities need to establish a sound system of network hot topic protection mechanism on the basis of relevant laws and regulations. At the same time, colleges and universities also need to formulate rules for the use of network in colleges and universities on the basis of relevant network legislation, regulate students' network public opinion behavior, and build a harmonious network campus. At the same time, according to the new era characteristics of students, colleges and universities can formulate corresponding regulations on network language, information dissemination and review supervision to ensure the effective development of network hot topic system.

3.2 Correct Guidance and Construction of Network Ideological and Political Education Platform

With the increase of the number of college students' Internet users and the expansion of the group size, the pressure on the ideological and political education of college students is increasing. Therefore, in this social environment, college teachers should also actively guide students, create a platform for ideological and political education in colleges and universities on hot topics on the Internet, and set up corresponding communication forums to provide open and free network communication and expression space for the majority of students.

The ideological and political education staff in colleges and universities should also play a good role as a guide in the network ideological and political education platform, so that students can view some social events in the network hot topic with a more rational attitude.

At the same time, college teachers also need to maintain a neutral attitude. When conducting ideological and political education for college students and using some hot topics on the Internet, they cannot integrate personal subjective consciousness into it. They should communicate and discuss with students equally, encourage students to express their own views and express their true views. Teachers can lead students to carry out objective analysis, help students establish correct values, clarify the mainstream ideology, give full play to their guiding role, and improve students' ability of thinking and judgment [7]. For example, when discussing the topic of college students' employment, teachers can discuss the market situation of college students' employment with students, and analyze the difficulty of college students ' employment from an objective point of view, so as to stimulate students ' fighting spirit, and guide their career planning, so that they can clarify their own development goals and formulate reasonable career development plans.

3.3 Emphasis on Organizing College Students to Participate in Social Practice Activities

Based on the background of network hot topic, in the diversified network public opinion environment, college students need to strengthen social practice if they want to maintain rational thinking and correct position.

For example, college students can go deep into society and carry out social practice during the winter and summer vacations. At the same time, we can focus on network hot topics, hot news events, etc., let students plan, and integrate into social life, personally to experience, in hot topics, enhance their awareness of society. It is not only beneficial for students to understand the truth, but also to enable students to take practical action to verify the various viewpoints in the network hot topic, and then determine their own position and attitude, which helps students to think about the network hot topic from multiple angles, and promotes students to form a correct outlook on life, values and world outlook.

3.4 Emphasis on Psychological Counseling for College Students

Because many topics in the network hot topics are related to some social negative news, and in the case of a variety of network hot topics emerge in endlessly, all kinds of social contradictions and moral problems are amplified in the network public opinion environment, resulting in the negative emotions of college students are difficult to be digested, so that it is considered that false ugliness is the social norm, resulting in more and more confused about the future. In order to alleviate the negative emotions of college students and form correct values, in the process of ideological and political education for college students, psychological counseling should be strengthened. Individual psychological counseling, team psychological counseling, and online and offline counseling can be combined to provide psychological counseling services for students. While reducing the psychological pressure of students, it also helps students to face difficulties with a more positive and optimistic attitude and improve their confidence in their future development [8]. At the same time, it can also enable students to actively practice the socialist core values.

4 Conclusion

Network hot topic as a social focus of widespread concern, not only has an impact on all areas of society, but also affect the establishment of college students' learning life and values. In view of this situation, during the ideological and political education for college students, we should also integrate network hot topics into ideological and political education, provide students with more rich ideological and political education content, promote students to form correct values, cultivate students' critical thinking ability, improve their cognitive level, improve the effect of ideological and political education of college students, and promote the comprehensive development of students.

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