

# *Research on the leading path of public opinion in the new media era*

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**Abstract:** In the era of new media, the guidance of college youth network thought and public opinion has become an important means of casting soul and educating people. The behavior characteristics of college youth in cyberspace include their vulnerability to bad information, social convergence mentality and conformity mentality. Cyberspace is one of the main positions of ideological and political education in colleges and universities, which should guide the network ideological and public opinion, and do a good job in the ideological work of network positions. The public opinion includes mainstream ideological education, cultivation of socialist core values and university culture. The practical path of constructing the network thought and public opinion guidance of young people in colleges and universities includes promoting digital ideological and political education, innovating the expression form and presentation mode of network ideological and political education content, constructing the media matrix, further playing the role of theme education, paying attention to leading the object, and establishing equal transmission and reception relationship.

## **1. Introduction**

In the omnimedia era of "information everywhere, everywhere, no one used", the guidance of network thought and public opinion has become an important means of casting soul and educating people. The Department of Ideological and Political Work of the Ministry of Education mentioned the comprehensive implementation of the "new soul project" in the key points of work in 2023. When the youth prospers, the country prospers, and when the youth is strong, the country is strong. The youth in this study refers to the target group of ideological and political work. When carrying out the ideological and political education of young people in colleges and universities, new media and new technology should be actively adopted to stimulate the vitality of work, and promote the close combination of the advantages of traditional ideological and political education and modern information technology, so as to enhance the era and attraction of education<sup>[1]</sup>.

## **2. Analyze the necessity of network public opinion guidance in colleges and universities**

### **2.1. The behavioral characteristics of college youth in cyberspace**

At present, the youth in colleges and universities have the highest proportion of network use. At present, they are mainly post-00s, with little social experience, and they are very vulnerable to bad information. The complexity and fragmentation of network information can easily lead to the youth in colleges and universities to set up incorrect ideas and value orientation. It is easy to produce group pressure in cyberspace. Although the current college youth have prominent personalities, they have a strong social convergence mentality and conformity mentality, so they will choose to be more consistent with the mainstream views and look for identity and belonging. In addition, the network circle group has certain norms, in which the behavior of the college youth shows a high degree of consistency, while the communication of public opinion in the circle group has certain rules, and the difference between the views and opinions of the members will continuously shrink in the communication, and finally converge. Therefore, it is particularly important to guide the network thought and public opinion of college youth<sup>[2]</sup>. It is necessary to timely give the directional guidance of mainstream views to help them set up correct ideas and behavior concepts.

### **2.2. Cyberspace is one of the main positions of ideological and political education in colleges and universities**

The national Conference on Ideological and Political Work in colleges and universities stressed that to do a good job of ideological and political work in colleges and universities, it should be based to the situation, according to the time and new according to the situation. Among them, the situation is new, emphasizing that ideological and political education should be constantly innovative according to the development characteristics of college youth. In the era of new media, ideological and political education in colleges and universities is bound to integrate with new technology and new media. Therefore, ideological and political education in colleges and universities should conform to the new situation of "no one, no network, no day, no network everywhere", go deep into the network field, innovatively use network technology, we-media technology and big data technology, and enhance the freshness and attraction ". At present, the youth in universities are a generation growing up on the Internet. They are used to express their demands through the Internet and participate in the discussion of the hot social spots. However, their social experience is still shallow, the knowledge structure is not complete, the view of the problem is more one-sided. When emergencies or social hot issues occur, they will quickly pay attention to them, and quickly express remarks and continuously spread them in Weibo, wechat, TikTok, QQ, and Xiaohongshu. If affected by bad remarks, it is easy to form online public opinions and quickly ferment. If this process is not guided, it is easy to be used by people and produce serious consequences. Therefore, in order to do a good job of ideological and political education in colleges and universities, it is necessary to guide the network ideological public opinion and do a good job in the ideological work of network positions.

## **3. The content expression of college youth network thought and public opinion guidance**

Colleges and universities are the forefront of ideological work and shoulder the fundamental task of moral education. Internationally, the "westernization" and "differentiation" attempts of western countries continue to threaten the ideological security of universities. From the domestic perspective, the continuous reform and social transformation bring new challenges to the ideological and political work in colleges and universities. At the same time, the openness and

activity of colleges and universities themselves also bring about the exchange and collision of multiple ideas, and there are certain risks<sup>[3]</sup>. As the future of the motherland, the university youth is an important object of ideological and political education. We should firmly grasp the ideology of college youth, adhere to the guiding position of Marxism, actively carry out the mainstream ideological education, and build a solid foundation of thought. Therefore, to guide the network thought and public opinion of the college youth, we still adhere to their mainstream ideological education, socialist core values cultivation and quality training. Among them, mainstream ideology is the core and foundation, which affects the effectiveness of the cultivation of socialist core values in colleges and universities, while the cultivation of socialist core values and youth quality also affects the identity of young students to mainstream ideology education to some extent. Therefore, the mainstream ideology, socialist core values and university culture should become an important content of the network ideology and public opinion guidance of the youth in colleges and universities. Only when the three factors play a role together can they produce comprehensive results.

### **3.1. Mainstream ideology education is the basis of public opinion guidance of network youth in colleges and universities**

Network ideological and public opinion guidance is an important means of ideological and political education in colleges and universities, and it is its important duty to lead young students to voluntarily accept the mainstream ideological education. The so-called "guidance" is to guide and attract, rather than blindly coercion and indoctrination. Mainstream ideological education includes marxist theory education, "Chinese Dream" education and national security education.

Marxist theory education is the core of mainstream ideology education. Strengthening the depth and breadth of young Marxist theory learning in colleges and universities is the inherent requirement of cultivating morality in the network era, and also the inevitable requirement of cultivating the political consciousness of young people in colleges and universities. In the communication of various global thoughts, the charm of mainstream ideology is easy to be reduced, and the political tendency of youth is easy to be shaken. Therefore, we must deeply study the Marxist theory, in order to strengthen the political consciousness of college youth, to deal with the challenge of global ideological trend. To carry out the mainstream ideological education for young people in colleges and universities, they should intuitively understand the guiding position of Marxism through new media and new technologies, and explain "why Marxism is good".

Chinese dream education, as the foundation of mainstream ideological education, is the realistic basis of network ideology and public opinion guidance. College youth are the backbone of realizing the Chinese dream. Under the guidance of network ideology and public opinion, the Chinese dream should be integrated into the construction of socialism with Chinese characteristics. Youth in universities should grasp the basic national conditions of China, cultivate political literacy, and stir the Chinese dream with their own youth dreams.

National security education is the key to the mainstream ideological education, and also the essential content of the network ideological and public opinion guidance. In the process of contacting the virtual society, due to the characteristics of large amount of information, fast transmission speed and wide coverage, western countries can infiltrate their own political values into the college youth. Since college youth have not yet established stable values, their political beliefs are easily influenced and shaken. Therefore, it is necessary to strengthen the national security education and further enhance their national security awareness when carrying out the network ideological and public opinion guidance.

### **3.2. The cultivation of socialist core values is the focus of public opinion guidance of network youth in universities**

The socialist core values are conducive to promoting the all-round development of youth in colleges and universities, and are the focus of the guidance of network ideology and public opinion. To cultivate the socialist core values of youth in colleges and universities, it is necessary to take root in the excellent traditional Chinese culture and carry out the education of ideals and beliefs and patriotism.

The spiritual value contained in the excellent traditional Chinese culture is the foundation of the cultivation of socialist core values and an important support for the guidance of the network thought and public opinion of the youth in universities. Therefore, to strengthen the education of Chinese excellent traditional culture in the guidance of network ideology and public opinion, and let the college youth accept the influence of Chinese excellent traditional culture in the colorful campus activities, is conducive to better cultivating their socialist core values.

The education of ideal and faith is the focus of the network thought and public opinion guidance, and is the pillar content of the cultivation of socialist core values. The ideals and beliefs of college youth largely determine the development direction of the country.

Patriotism is the source of strength for young people to work hard and make unremitting self-improvement, and an important guarantee for the guidance of network ideology and public opinion. There is no lack of views like "I love the motherland, but I do not love socialism", which is tantamount to denying the country. In order to eliminate this wrong trend of thought, patriotism must be integrated into the real life and network life of college youth.

### **3.3. University culture is the key point of university youth network thought and public opinion guidance**

University culture is an important part of the youth network public opinion guidance, and an important means to unite people, cultivate spirit and lead the fashion. This is from the reality around them, from the cultivation of the feelings for the Alma mater, and then cultivate their feelings for the party and the country. In the process of guiding the network ideology and public opinion of young people in colleges and universities, we should fully tap the characteristic cultural resources of our school, integrate the excellent traditional Chinese culture, revolutionary culture and advanced socialist culture into the daily publicity and education, and make these cultural resources become important materials for the guidance of network ideology and public opinion<sup>[4]</sup>. At the same time, we should vigorously carry forward the excellent traditional Chinese culture, and combine it with the construction of campus culture. Through the use of traditional festival publicity, theme planning, recording of traditional culture online courses and other ways, the national spirit can become a profound ideological nourishment for young students. Looking back at the development of Chinese universities shows that the construction and development of many universities are closely linked to the destiny of the country and the Party. These universities all have bright red genes and the "code" of inheritance spirit, which can enable students to identify with the school culture from the depths of their hearts. On this basis, students can establish the emotion of loving the school and honoring the school, and naturally transition to the confidence and pride of the party and the country<sup>[5]</sup>.

## **4. Construct the practical path of college youth network thought and public opinion guidance**

### **4.1. Promote digital ideological and political education, and innovate the content expression forms and presentation methods of online ideological and political education content**

In fact, the network thought and public opinion guidance of young people in colleges and universities is to promote the party's innovation theory to occupy the education space of the network platform, which is to promote the digital transformation of ideological and political work. On the one hand, we should adhere to the social theme to lead the network thought and public opinion, and create creative, personalized and mainstream network content according to the characteristics of the youth in colleges and universities. On the other hand, we should make full use of refined, refined and precise big data to provide the content and products guided by high-quality ideas and public opinion, guide the young people of colleges and universities to consciously become new people in the responsibility of national rejuvenation, and build cyberspace into an "energy field" to gather the consensus of young people.

### **4.2. Build a financial media matrix to further play the role of thematic education**

Theme education activities have always been an important way to lead the thought of colleges and universities, and also an important way for college youth to enhance their sense of identity to the country and the mainstream ideology. Colleges and universities usually focus on major festival activities and carry out a series of offline educational activities through lectures, reports and discussions. However, the radiation range of offline educational activities is limited. In the era of new media, media convergence development, various universities have basic website, public, weibo, TikTok, video, new media, and gradually realize the media fusion, build up their respective media matrix, and the theme of offline education activities through the spread of the media matrix, both the breadth and depth of radiation have been improved.

### **4.3. Pay attention to lead the leading object and establish equal relationship**

To guide the network thought and public opinion of college youth, we should not just conduct monotonous preaching, but take the initiative to lower our attitude and insist on equal dialogue with each other. Only with an equal identity can we communicate effectively. Therefore, we should choose the appropriate guidance way according to the characteristics of the college youth, and also use their familiar words to convey the profound truth.

## **5. Conclusions**

Through analysis, the guidance of network thought and public opinion is an important means to cast the soul and educate people in the era of all media. As the main group of network use, college youth are vulnerable to bad information, so they need to give timely directional guidance to mainstream opinions to help them establish correct ideas. Cyberspace is one of the main positions of ideological and political education in colleges and universities. The innovation of ideological and political education in colleges and universities should be combined with new media technology to enhance the attraction and sense of The Times. Only through the joint action of mainstream ideological education, the cultivation of socialist core values and university culture can it have a comprehensive effect. Although this paper puts forward three practical paths, there is still room for further optimization and improvement. I believe that there will be more diversified and diversified paths for the guidance of university youth network thought and public opinion in line with the

requirements of The Times.

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