

# Co-Motivation and Challenge: Public Opinion Observation of the Online Student Circle of Colleges and Universities

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**Abstract:** *This paper takes the network public opinion events of colleges and universities as the object, and the study finds that with the development of big data and micro-communication, the network student circle is favored by college students for its convenient, relatively private and safe characteristics. The online student circle of colleges and universities presents the characteristics of diverse communication methods, relatively concentrated information dissemination, relatively private membership, and wide range of topics. While the rising network circle brings convenience to college students' social networking, it also brings new hidden dangers to the public opinion security of colleges and universities, and the secrecy, irrationality, and subculture paradigm expression of the network student circle in colleges and universities have brought new challenges to the supervision, judgment, processing and guidance of public opinion.*

**Keywords:** University student circle layer; College network public opinion; Interactive co-action.

## 1. INTRODUCTION

In recent years, online public opinion events in colleges and universities in China have occurred frequently. Compared with the public opinion on general social issues, college students use the Internet more widely, and the huge change in the way young students interact with each other has led to the gradual dissolution of traditional educational concepts and social values. College network students have gradually mastered the "right to speak" in the Internet era. They are more eager to express themselves in the face of social reality, and seek resonance, identity and sense of belonging. Different hobbies, values, and consumption patterns gradually construct boundaries and give rise to different cultures. The new online culture enables young college students to stabilize their self-worth, worldview, and outlook on life through continuous exclusive negation and self affirmation, while also reinforcing existing biases, thus forming a cultural dissemination landscape of different student circles competing with each other. As an important place for the occurrence and dissemination of online public opinion, universities' online student circles have played an increasingly prominent role in the dissemination and development of public opinion. The teaching team requires that teachers must have comprehensive professional awareness, practical teaching ability, and the level of discipline ideological and political practice after teaching, which is the basic condition for the integration and innovation ability training of "post course competition, certification and innovation" in China's higher vocational colleges. This is the key guarantee for the quality of higher vocational education and the important guarantee for the implementation of the integration of "post course competition, certification and innovation". However, at present, China's major higher vocational colleges still have relatively weak teachers in the construction of innovative teachers. Due to the lack of effective coordination between "post course competition certificate creation" and "curriculum ideological and political", the teachers' ability to integrate education and teaching is relatively weak, the practice and guidance of post course competition certificate is inadequate, the professional curriculum ideological and political is still on the grain, and the actual demand for applied education is also difficult to meet, There is a problem of mutual connection between "post course competition, certificate creation" and "curriculum ideological and political".

## 2. THE CHARACTERISTICS OF THE STUDENT CIRCLE IN COLLEGE NETWORK

The development of Internet technology has made virtual society more prosperous. Interaction and creation in the era of Web 2.0 have made the interaction of online social media become the norm of life. The virtual social environment gradually separates the public from real life, while also reconstructing a new social life. This "new" is both a reproduction of real life and a deconstruction of reality, making the public and private spaces of individuals and society increasingly blurred. In the new virtual society, the network interpersonal communication formed based on social interaction continuously strengthens users' virtual connections, while also gathering into new

communities as a result. Internet interpersonal communication is based on Internet technology and has a certain dependence on technology and platform. However, based on the network, users can link other users at any two points, and the huge network crowd provides users with a variety of social objects; The Internet provides a variety of communication methods, connecting diverse community cultures based on text, pictures, videos, bullet screens, forums and other forms; In addition, based on the scenario based virtual communication provided by online interpersonal communication, users can construct scenarios in communication, build relationships in scenarios, and condense into communities in relationships. Community based circles emerge in endlessly, with amazing power, becoming the key force of innovation and driving force in the Internet world. This "network circle" is a group of netizens aggregated based on certain specific reasons, and is a new type of virtual social relationship on the internet. The aggregation reasons of network circles are mostly due to commonalities such as interests, geography, hobbies, and cultural identity. In the network circle, information dissemination is no longer one-way or linear, but scattered around the "center", and disseminators directly blend and link with each other; At the same time, circles are nested within each other, and the high degree of closure and secrecy makes information dissemination more convenient and diversified. Generally speaking, the network circle is characterized by organization, closed exclusivity, and antagonism, while for university network student circles, they generally have the following characteristics:

### **2.1 Diverse forms of communication**

Based on the youthfulness of the online student community in universities, college students tend to prefer using popular or niche social media platforms such as WeChat QQ、Weibo and other mainstream social software, as well as Tiktok, B station, college post bar and other student groups' social networking methods. Research has found that in communication and dissemination, the online student community in universities often adopts a subculture dominated approach, showcasing their attitudes and values towards things through various forms of content such as video editing, ghost stories, bullet comments, and meme culture. This type of communication has clear boundaries between groups and cultures. At present, the existing evaluation system needs innovation in order to really play a role in promoting the improvement of teaching quality. When making the evaluation index, teachers, students, and managers should be involved in it, to really make a suitable index. With the participation index of teachers, we can reflect the differences between different disciplines, such as sports and art, arts and science and engineering, different teaching links, such as experimental teaching, internship teaching, graduation design and other teaching methods. With the participation of students, the evaluation of teaching can truly reflect the intention of students, be accepted by students, and inspire students to make an objective evaluation seriously. The establishment and success of the innovative ideological and political education teacher evaluation system must first establish a good teacher evaluation system, and the establishment of the teacher evaluation system is to establish a special fund for innovative ideological and political education teachers, to enhance the enthusiasm and initiative of school teachers to carry out the curriculum ideological and political reform by supporting and guiding teachers to drive school teachers to carry out the teaching reform practice of "on-the-job competition and innovation", and combine the guidance of the new curriculum ideological and political teachers to the team The training and teaching work for the teachers of the curriculum are converted into corresponding workload; The second is to form a teaching evaluation and feedback system for the instructors, school teachers (peers and experts) and students of the subject ideological and political education, so as to drive the transformation of the ideological and political education of school teachers from initiative to specialization; Third, we should quantify the assessment standards and innovative ideological and political education of school teachers, and take the ideological and political education level and training effect of school teachers as the evaluation focus of teachers' ability to upgrade higher levels of positions; Fourth, teachers' ability to participate in training should be taken as a necessary condition for job evaluation and participate in innovative political education. By optimizing the implementation of the evaluation system, the ideological and political education will be further implemented.

### **2.2 Relatively concentrated information dissemination**

The highly closed network student circle in universities has relatively fixed information dissemination and channels. Based on the similarity of interests and demands among student groups, the information dissemination of the network student circle in universities is relatively concentrated and explosive. The rapid dissemination and diffusion of identical or similar information within a circle can easily form a public opinion field in a short period of time, expanding its impact on external communication. The Main Body Of Teaching Evaluation Is Students. First Of All, We Should Actively Guide Students To Correct The Attitude Of Teaching Evaluation. We should actively participate in teaching evaluation, participate in the whole process, and evaluate objectively and truly. Secondly, students should participate in the whole process of course extraction, the design of statistical methods,

as well as the distribution, recovery and statistics of questionnaires. To promote students' independence, autonomy and autonomy in teaching evaluation. The implementation of "curriculum ideological and political" requires the active participation and conscientious performance of every teacher to realize the correct value orientation of education. The current ideological and political situation of teachers in our college is mainly due to the lack of professional education concepts and the weakening of teaching functions. Therefore, teachers need to unify the functions of "knowledge imparting" and "value leading", and put forward higher requirements from all aspects of their own, including belief pursuit, moral feelings, academic accomplishment, etc. Higher vocational colleges should strengthen the construction of curriculum ideological and political teachers, especially young teachers, so that they can really shoulder the heavy responsibility of training construction craftsmen in the new era and make up for the lack of curriculum ideological and political ability. Strengthen the construction of education and scientific research force, create opportunities for teachers to participate in enterprise projects, let teachers closely contact with the actual situation of enterprises, master the dynamic of post skills, accumulate practical work experience in social technical services, improve the ability of practical teaching, give play to the basic role of scientific research in teaching, and build a platform for school-enterprise cooperation and serve the society. We should increase the depth and breadth of cooperation with industry and enterprises, and make full use of the advantages of excellent teaching and research of industry and enterprise talents based on and relying on scientific research achievements. To sum up the knowledge related to teachers' scientific research projects and obtain new inspiration and thinking methods from the projects, teachers should be trained to be realistic and pragmatic in scientific research. Only by improving teachers' scientific research ability can we accurately analyze and judge the nature of some social hot issues while accumulating professional and political teaching resources, so as to help students understand the nature of things and lay a foundation for curriculum construction.

### **2.3 Members' relationships are secretive and highly adhesive**

The network student circle of colleges and universities is established based on the relationship of geography, interests, affairs, etc. This relationship is more intimate than the Internet community. Because they are in the university environment together, the age and cultural differences between members are small, and the relationship is more secret [3]. Through the reform of the degree system, we can promote students to study for the improvement of their ability and change their original intention to study for the sake of diploma. Students are committed to learning in order to get a better education and improve their ability, which will promote them to choose a better teacher and make an objective evaluation of the teaching effect. Promote the overall improvement of teachers' informatization learning level, and actively promote the in-depth integration of informatization and education and teaching. Teachers must work hard on professional knowledge expansion and theoretical knowledge innovation. In the construction of teaching concepts, it is emphasized that teachers should have a comprehensive understanding of the significance of the existence of their major, enrich the basic knowledge as much as possible and fully broaden their professional horizons, and improve the quality of teachers' preparation for lessons by using cases with extensive references, simple understanding, knowledge and interest. The rigid knowledge points should be activated and dynamic, and teachers should be trained to use various Internet resources to combine traditional courses with modern education, effectively enhance the charm of the classroom and improve their personal Internet information quality. Path 4: Optimize the external faculty. Employ enterprise skill experts with rich practical experience to participate in technical training, employ enterprise skills and managers to participate in the knowledge competition for certification, post internship training, and employ skilled artisans to carry out professional skill training. Classify and collect ideological and political application cases, and expand the ideological and political case library. A school-enterprise collaborative training system of "professional teachers to enterprises for training, and enterprise experts to schools for part-time teaching" has been formed. Path 5: Improve teachers' social service ability. Completely change the phenomenon that many students give "poor evaluation" to teachers who are strict with requirements and give lower scores, while those who are not strict with requirements give extremely high scores.

## **3. THE MOTIVATION FOR COMMUNICATION AND INTERACTION AMONG COLLEGE ONLINE STUDENT CIRCLES**

Research has shown that general social public opinion initially develops and ferments within a relatively small and closed circle, gradually becoming a hot social event through online dissemination or media exposure. The fermentation, dissemination, and evolution of public opinion are closely related to the nature, size, and participation of the circle. For the online student community in universities, due to the complexity of personnel composition and interference from factors such as ethnicity, region, community, and culture, the process of public

opinion in universities from fermentation, dissemination to evolution is more complex and diverse than ordinary public opinion, making supervision and control more difficult.

Research has found that the online student circle in universities plays an important role in campus public opinion events. Being in a closed and secretive online circle, student opinions are emotional, entertaining, fragmented, and lack depth.

Firstly, college students lack channels for expressing their demands, and due to the vertical distribution of campus management mechanisms and loose class structures, most students do not choose to express themselves from the bottom up, but instead vent various negative emotions online. At the same time, based on the secrecy and creativity of the network, the network students in colleges and universities re create their discontent in a playful or obscure way. anime, ghost animal and stem culture are good expression carriers.

Secondly, college students are already adults but lack social experience and knowledge. They are in a game of rational cognition and emotional expression, a deviation period between self and social identity, a conflict period between personality expression and conformity tendency, a helpless period of self realization and marginalization, and a coexistence period of curiosity and entertainment attitude. Therefore, they are the most independent thinking group, but also relatively lacking in objective evaluation experience and ability. Therefore, such identity attributes and social characteristics make it easy for the online student community in universities to become a group that is exploited or incited in online social interactions. One sidedness in thinking and lack of experience can easily become the main force in online public opinion. In addition, the "spiral of silence" generated by the polarization of college students is also an important reason. American social psychologist David Myers pointed out that the initial individual viewpoints in a group are reinforced, which has an extreme tendency, or a reckless "risk transfer" in group decision-making, or a blind compromise of viewpoints, all of which are typical phenomena of group polarization. In the public opinion events of the online student circle in universities, the vast majority of them are fueled by group polarization. The events are triggered or attract the attention of college students, and personal opinions often give way to group opinions. Under emotional resonance, the thoughts and attitudes of the group towards the event determine their preferences for certain expressions. Popular opinions will be more boldly expressed, while those that are indifferent or opposed will naturally remain silent, forming a "spiral of silence". Whether it is group polarization or the emergence of the 'spiral of silence', ultimately it is a prominent manifestation of group power acting on individual viewpoints. Group polarization can easily lead to extreme advances in viewpoints. Once the "spiral of silence" is formed, it means that individual discourse expression is suppressed, thereby directly weakening the influence of different value orientations on group viewpoints. The polarization of groups or the spiral of silence have laid the groundwork for the fermentation and development of public opinion in online social communication, and the polarization or one sidedness of viewpoints can easily form, leading to the polarization and uncontrollability of public opinion.

Finally, there is a widespread lack of online literacy education for students in colleges and universities in China. They focus on discipline construction and professional education, and pay insufficient attention to college students' social interaction and social behavior. Especially, there are fewer courses in online media literacy and morality in the Internet era, which makes college students respond improperly to such things as love, family, friendship and negative emotions, and are prone to make inappropriate comments on the Internet.

#### **4. REFLECTION ON THE PUBLIC OPINION OF THE ONLINE STUDENT COMMUNITY IN UNIVERSITIES**

Looking back at the public opinion events triggered by the network of college students, we are fully aware of the return of the discourse "center" in the Internet era. The diverse network communication mechanism is easily disrupted by other voices, and the era when people speak out is often noisy and chaotic, lacking a "center" and "spokesperson". The network layer is based on the combination of geography, interests, identities, hobbies, etc., with obvious organization, closure, and exclusivity, which precisely improves discourse participation and makes it more unified and centralized. Previously, most of the online public opinion in universities reflected the unity of the student circle in the university network, which concentrated their voices and triggered a larger public opinion field shock. At the same time, the online student community in universities has brought new challenges in terms of public opinion analysis, supervision, and guidance. Different from loose online communities, members of college online student circles have distinct discourse systems and communication styles, with clear subcultural expression paradigms. The online social interaction mode of young people is a new model for public opinion supervision departments. Without professional knowledge in relevant circles, it is difficult to build a common discourse system

and way of thinking with them. Therefore, effective communication with members of the circle cannot be formed in the stages of public opinion analysis and fermentation, let alone guidance and control of public opinion.

Therefore, university administrators should first understand the essence of the online student circle in universities, learn from what students learn, observe what students see, timely understand the things and topics that students are concerned about, and integrate into students. On this basis, timely guidance and rational education should be provided to students in daily teaching. We must persistently promote harmony and stability in universities, cultivate a rational and peaceful healthy mentality, strengthen humanistic care and psychological counseling, and build universities into a model place of stability and unity. We must effectively integrate rationality and peaceful mentality into the network student circle of universities, enhance students' ability to respond to external contradictions and changes, and maintain a stable and harmonious mood. This kind of rational education should not only focus on students' opinion leaders, but also extend to class teachers, subject teachers, etc., subtly influencing the students around them. It should be noted that this process is not a one-way value transmission, but requires two-way and multi-directional collaboration with members, utilizing student circle information to convey viewpoints and trigger internal and external resonance.

This requires university administrators to have a deep understanding of the online student community, their expression methods, presentation styles, narrative modes, etc., and to integrate values into topics, interests, and hobbies to avoid boring indoctrination. In the high-speed information flow in the network society, the rapid and convenient means of communication make the public opinion information expand rapidly, and the square effects such as microblog and Tiktok trigger public opinion discussions. Therefore, colleges and universities must take stock of the risk issues that may cause public opinion crisis one by one, and effectively monitor the spread of issues on the network and the evolution of issues, so as to reduce the probability of online public opinion crisis [5].

We must adhere to taking the cultivation of moral character as the central link, running through the entire process of education and teaching, achieving full and all-round education, and striving to create a new situation for the development of higher education in China. As a key link in China's education, universities play an important role in cultivating moral character and all-round education, and the values and outlook on life of college students are directly related to the future development of the country. Therefore, under the influence of the online student circle in universities, how to strengthen the analysis and exploration of public opinion in universities, analyze the evolution law of online public opinion in universities, improve the ability to guide public opinion, play its positive role in social governance, and try to control or weaken its negative impact should become an important content in current public opinion research.

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