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# Research on the Influence of Network Culture Group on College Students' Ideological and Political Education from the Perspective of Big Data Analysis



**Abstract:** - Today's society has entered the era of big data. Big data technology has been applied to ideological and political education in colleges and universities. The application of big data analysis in the field of ideological and political education in colleges and universities can promote the inclusive expansion, individualized teaching and expansion of ideological and political education in colleges and universities. Internet new media provides unprecedented space and potential for cultural innovation in the youth circle, and expands the path of production, dissemination, consumption and participation of cultural individuals and groups. The network culture circle group has gradually emerged and developed into the main place for the breeding and spread of network public opinion, which has an important impact on the ideological and political education of college students. From the perspective of big data analysis, colleges and universities need to do a good job in reshaping educational concepts, improving political positions, enhancing public opinion monitoring, and strengthening position management, and explore the path of ideological and political education for college students from the perspective of network cultural circles, so as to do a good job in ideological and political education for college students.

**Keywords:** Big Data Analysis, Online Culture, Groups, College Students, Ideological and Political Education

## I. INTRODUCTION

In the era of big data, big data technology is developing rapidly, and more and more big data technology is applied to ideological and political education in colleges and universities. The application of big data analysis in the field of ideological and political education in colleges and universities can promote the integration of inclusive expansion, individualized teaching and optimization of ideological and political education in colleges and universities. [1] In the era of big data, with the development of the Internet, Internet culture has developed rapidly and has become a new dominant force in the Chinese cultural circle. The new media of the Internet has provided unprecedented space and potential for the development of the circle group culture. Relying on the new media of the Internet, the network culture circle group ( hereinafter referred to as the circle group ) appears and develops continuously, which is called an important part of the contemporary Internet structure. The huge user base, a wide range of communication topics and the closed external environment will inevitably lead to the barbaric growth of network public opinion, which will affect the traffic orientation of the Chinese Internet. Contemporary college students grow up in the period of rapid development of the network. As a large base group of netizens, they are a special force in the network society. As a typical group in the new era, the Internet circle group is becoming more and more prominent. The positive influence and risk avoidance of the Internet public opinion wind direction on the ideological and political concepts of contemporary college students have become an important issue in front of higher ideological and political educators.

## II. THE GENERAL INTRODUCTION OF NETWORK CULTURE

### A. The Development of Chinese Internet and the Emergence of Groups

In 1987, China boarded the last bus of the third scientific and technological revolution, the formal establishment of the Internet and the issuance of the first international Email opened the prelude of the Chinese Internet era and its subculture phenomenon; In 1997, the number of netizens increased exponentially, and Chinese BBS entered the golden age; In 1999, the prevalence of blogs, forums, and social media provided a fertile ground for the development of the Chinese Internet. With the arrival of the "first year of mobile short video" in 2017, Internet information flow and communication methods have ushered in earth-shaking changes. After long-term development and accumulation, today's Chinese Internet "meme culture", "abstract culture", "group culture", "meal culture" and so on everywhere, these emerging cultural forms emerge and develop in

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areasonable but hard-to-understand way. The traditional minority culture is only for the self-entertainment of a small number of people, but with the help of the Internet, especially the mobile Internet, the minority culture has entered the public's vision, and its influence has been infinitely amplified.

Group means a whole system formed by netizens with no special characteristics, who are linked by shared hobbies and topics, formed spontaneously through social media and groups. Network groups refer to cyberspace composed of netizens who share the same hobbies, industries, and geographic relationships in their communication. [2] Members have some common interpersonal requirements, social needs or activity goals, with group psychological characteristics, group value orientation and group norms. Different from the construction of official network culture with formal guidance, group culture spontaneously emerges and continuously develops in long-term communication and collision, and has the characteristics of diversification, multi-polarization, and multilayer [3]. This emergence requires the environmental characteristics of a large user base, multiple communication topics, and an extensive level of audience. According to the 50th Statistical Report on Internet Development in China by China Internet Network Information Center (CNNIC), up to June 2023, the netizen number in China was 1.079 billion, with an Internet penetration rate of 76.4%. Compared with December 2022, the number increased by 11.09 million, and the penetration rate rose by 0.8 percentage points. [4] It can be seen that the huge user base and high penetration rate of the Chinese Internet are indeed the ideal environment for the generation of group culture.

### *B. The Impact of the Group on Internet Public Opinions*

First, public psychology will dominate the trend of internet opinions. Public psychology symbolizes the values of a group, which influences its behaviors to a large extent. Members of a group will protect their group interests in the generation and spread of online public opinions and will influence online public opinions with obvious purposes. Though the individual in the group is dynamic and personalized, they pose a mere influence on the group trend, which is consistent with public psychology. But some content creators will take advantage of such public psychology to promote their stance and purposes such as believing in extreme thoughts, mocking real life, changing existing policies, hyping up "pushy experts", and giving opportunities to widespread negative public opinions. At the same time, Internet participants will have a unified social psychology, and the dissemination of public opinions mainly comes from the mutual Posting of netizens, and a large number of Internet forums and blogs have become the channels for the dissemination of these opinions. The publishing platform is not only limited to the website of current politics but also includes a large number of community life and professional technical forums, mainly in the form of publishing news, discussing, spreading the news, and triggering discussion again. In the whole process, the influence of circle groups on public opinion is mainly to create public opinion points, guide or change the direction of public opinion, participate in and maintain public opinion heat, and help or hinder public opinion. Second, cultural invasion highlights the chaos of the group. Chinese Internet has been greatly influenced by Taiwan, Japan, and South Korea through its beginning, development, and prosperity. The domestic network environment, portal websites, user-level terminals, etc., are mostly learned from the existing mature programs abroad, and some Internet "customs" have also been inherited and localized. On the one hand, foreign cultural invasion is not conducive to forming a harmonious, controllable, and stable public opinion environment. Domestic netizens have been living in a stable network environment for a long time, and lack a clear understanding of the unpredictable and rapidly changing international political situation, coupled with the lack of due screening of Internet communication content, lack of security awareness of hidden crises, and are easy to be "stirred up". On the other hand, few group participants strictly verify the content of network communication, which provides a hotbed for the rampant spread of false content. Some creators deliberately create false, offensive, and antagonistic content of specific groups in order to gain attention and gain benefits. The spread of this unverified content is bound to have a very bad impact on the entire Internet space after public opinion fermentation [5,6].

## III. THE IMPACT OF THE NETWORK CULTURE GROUPS ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

### *A. Network Culture Groups Provide Opportunities for the Ideological and Political Education of College Students*

First, ideological and political educators should have both "depth" and "care". Ideological and political educators in colleges and universities should replace the commanding "communication" with the "exchange" of equal status, replace the "guidance" of oral education with the "participation" of intervention, play a positive role

in regulating the network environment, promote the positive development of the network culture circle, and lay the main tone of college students' ideological construction to the positive and upward. Second, enhance political awareness, crisis awareness, and bottom-line thinking. Ideological and political educators in colleges and universities need to grasp the surface social problems and deep social psychology reflected by the group culture from an overall perspective and keep up with the development of the trend of the times. Educators should effectively guide and handle the network public opinion, take this as an important ability to deepen the ideological and political work in the new era. Third, strengthen the construction of the media team. Colleges and universities should create positive energy "Internet influencers", "Opinion Leaders", play the group guidance power, guide college students to experience the complexity of the Internet public opinion environment in reality, learn to think independently to identify other sources of information, standardize their own behavior, do not blindly participate in the dissemination of public opinion, do not create contradictions and confrontations, do not incite agitation and guidance to play a positive role model for purifying the Internet public opinion environment. They should not blindly participate in the dissemination of public opinion, create contradictions and antagonisms, or instigate, agitate, and guide others, so as to play a positive role in purifying the public opinion environment on the Internet [7].

#### *B. Improve Political Standing and Strengthen Accurate Research and Judgment*

First, Colleges and universities should take a clear political stand, have high-level consciousness, directly face the challenges brought by the rapid development of the Internet in the new era, deal with the new situation and changes in ideological work, learn by analogy, find shortfalls, bolster weak points, improve the sense of danger, strengthen bottom-line thinking, resolutely defend Internet the bottom line of cyber security. Second, give a study and judge risks, give an early detection of them. Colleges and universities will improve the comprehensive research and judgment mechanism for maintaining stability, take root in key areas of the group, pay attention to key events, key times, and key groups, and do a good job in advance prevention and guidance, and response. Third, efficient handling and response. Colleges and universities should improve the working mechanism of group culture supervision and emergency response, improve the response plan for public opinion events, respond quickly, command in time, and take responsibility, try everything to block negative communication risks. In addition, colleges and universities should also seek legal assistance, properly cope with possible policy risks and legal problems, do a good job in positive guidance, research and solve reasonable demands, resolve conflicts and disputes according to law, effectively do a good job in the network ideological and political education to prevent risks, ensure safety and protect stability, and create a stable, healthy, clean and positive campus network environment. The path of ideological and political education of college students from the perspective of the network culture group

#### *C. Strengthen Public Opinion Monitoring and Focus on Key Personnel*

First, make sure the mechanism is sound and the system is standardized. Colleges and universities should improve the network public opinion work team, train the backbone of students "information personnel" and "observers", pay attention to the cultural direction of the circle, and occupy the network position of the campus circle and group culture; At the same time, we will improve the early warning mechanism for risks and hidden dangers, predict trends, and take the initiative to respond. Colleges and universities should often carry out risk point investigations in sensitive periods, strengthen the circle and group control of sensitive events and time nodes, and control group dynamics and individual trends, in the face of some sensitive information, they can timely distinguish the guiding or inflammatory trends behind it, make a comprehensive judgment and analysis based on the external environment, timely channel, respond to demands, and do a good job of feedback. The second is file management, accurate control. Colleges and universities should establish risk and hidden danger investigation and resolution of the ledger management and dynamic write-off system, timely tracking of the resolution of the situation. Improve the attention mechanism for key personnel, and achieve "one person with one group, one person with one targeted policy" for students who are active on the Internet, verbally biased, and have "special difficulties" (economic difficulties, academic difficulties, psychological difficulties, etc.). They should provide classified guidance, separate education, and hierarchical control, pay attention to distinguishing issues of political principles, ideological understanding, and academic views, and oppose and resist various erroneous views [8]. When necessary, they should conduct admonitions and peripheral control in conjunction with relevant departments to reduce the space for their speech activities and prevent real hazards.

#### D. Strengthen Position Management and Strengthen Mainstream Public Opinion Units

The first is to build a positive network culture group. Colleges and universities should strengthen the management of student organizations, societies, self-media, etc., strengthen the supervision responsibility system, strictly implement the approval and filing system, and implement special supervision. Colleges and universities should carry out in-depth investigations of students' ideological status, timely respond to the focus and hot issues of teachers' and students' attention [9], do a good job in publishing and interpreting authoritative information, and constantly carry forward the main theme and spread positive energy. Second, carrying out ideological and political education that is compatible with reason. Colleges and universities should take excellent traditional Chinese culture and campus culture as important contents of network culture, spread mainstream social culture in a subtle way, integrate moral education into the whole process of young students' growth, help students develop correct thinking and behavior patterns, and realize the all-round development of college students. In addition, colleges and universities should spread knowledge related to humanities and history through multiple channels, expand the knowledge structure of college students, improve their knowledge system, improve their ideological consciousness and legal awareness, so that college students can exert their subjective initiative in the group, practice and publicize the concept of positive energy independently, and counter and resolve adverse and negative public opinions. Colleges and universities should also carry out targeted mental health education, provide timely and effective psychological counseling for students with psychological distress, and promote the formation of a rational and peaceful healthy mentality. A number of measures should be taken to purify the network cultural circle, defuse the negative influence of public opinion, fully standardize the governance of online public opinion [10], effectively improve the situation of online public opinion, create a positive and healthy Internet environment, and help the smooth development of ideological and political education of college students.

The network cultural circle group is the product of netizens' emotions and information exchange needs, and it is also the fermentation field of public opinion, which has brought an impact on the ideological and political education of college students. Colleges and universities should study the network cultural group, overcome challenges, take advantage of opportunities, and constantly explore the path of ideological and political education of college students from the perspective of the network cultural circle group, so as to improve the effectiveness and pertinence of ideological and political education.

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