



## Study on QQ-medium-oriented Ideological and Political Education of College Students

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### Abstract

For the time being chatting through QQ medium is fashionable among college students, and QQ also plays an important role in the life of college students. However, college life based on QQ also has demerits, therefore it is necessary and essential to study how to avoid its negative influences and exploit its potential value in ideological and political education of college students, consequently improve ideological and political education of college students in China. In this article, based on literature review and questionnaire survey of QQ-medium-oriented college life, it is to study on how to improve college ideological and political education in higher colleges and universities by QQ medium, and to draw the conclusion that it is to innovate ideological and political education model and methodology in college ideological and political education, and to exert the positive role of QQ medium in college ideological and political education meanwhile avoiding its negative influence, accordingly to improve the development of ideological and political education in higher colleges and universities.

**Keywords:** College students, To exert its positive role and avoid its negative role, QQ medium, Ideological and political education

With the development of Internet technology, chatting online by QQ medium is a particular phenomenon among Chinese college students, and grows into a fashion. QQ here is a kind of chatting program and medium similar to Skype, MSN and google talk, which can be used for chatting, for making friends, for contacting with friends, former classmates, even new classmates, for getting to know new friends, for blogs, for playing games, for listening to music or knowing other news including home and abroad news, sports news, economic news, entertainment news and others. Therefore, QQ and the relative intercommunication broaden the space of college students, make their life comfortable, convenient and happy, and they adapt to the psychological characteristics of contemporary college students, however, they also challenge the traditional ideological and political education in Chinese higher colleges and universities. Therefore, facing this new challenge, it is necessary to change the traditional ideas, innovate model and methodology in college ideological and political education, and exert the positive role of QQ medium in ideological and political education and improve its development. About this topic, the former study is mainly focused on the influence of Internet on IPE, but the concept of Internet is wide and its influence is also wide, Wen Haibo also mentions that it is necessary to improve job hunting and ideological and political education by QQ-medium-groups, however, generally study on this topic is few, therefore the author accordingly put forward a concept of QQ-medium-oriented ideological political education, and studied on the new model of ideological and political education in higher colleges and universities, which could improve the development of ideological and political education in China.

### 1. Advantages and Opportunities of College Ideological and Political Education

With the rapid development of Internet technology, Internet provides for surfers a special communication platform -- QQ, QQ groups and others, which are welcomed by the most of college students, and gradually chatting by QQ or other media is a fashion and a hobby. That is due to both the reason of QQ culture and college students themselves.

#### 1.1 Characteristics of QQ

The technological advantage of QQ culture is the most important factor for its popularity, as QQ culture builds a virtual but also visual and audible dialogue platform, which widens the limit of personal direct communication between teachers and their students, so QQ culture has an incomparable advantage over traditional ideological and political

education model and media. Firstly, as soon as you log in QQ, you can receive the message from other people, which shows the timeliness of QQ communication. Secondly, QQ widens the limit of time and space among persons. By QQ communication, surfers can discuss what they want to see or chat/communicate with each other out of classrooms, offices, students can send message or emails from dorms, net cafes, home computers or others, which sometimes avoids the embarrassment of facing directly teachers for some students, especially for freshmen and those introverted students. Thirdly, this kind of communication has more freedom and equality for both teachers and students, especially for students they feel more comfortable and free, compared to the traditional face-to-face discussion. Traditional ideological and political education unconsciously or consciously emphasizes the hierarchical status between educators and educatees, which authority of the former makes the later feel in heart unequal and depressed, while QQ-medium-oriented ideological and political education makes up for its shortages. Fourthly, QQ-medium-oriented communication is more diverse, compared with traditional ideological and political education methodology. Originally, teachers mainly talk with students or call them directly in ideological and political education, while QQ-medium-oriented ideological and political education can use pictures, voices, videos, blogs, dialogues and emails as the ways of ideological and political education, which can satisfy and attract the students effectively with its diversity and freshness. Fifthly, QQ-medium-oriented communication is low-cost. Traditionally, face-to-face discussion needs more time for students and teachers, while telephone communication is relatively expensive, but QQ-medium-oriented communication can avoid this, as when the students log in QQ, they can do other things at the same time such as looking for materials and sending messages to other friends. Sixthly, QQ-medium-oriented communication has more privacy comparing to the traditional ideological and political education, which is the most distinctive advantage to the traditional ideological and political education. In traditional ideological and political education, students facing something difficult to tell to others sometimes will hinder the communication and solution to those questions. In QQ-medium-oriented ideological and political education, many students will more easily express what they want to say or write ideological and political education to face may write down it calmly and perfectly. In these cases, teachers can utilize student's trust for their privacy to shorten their psychological distance between them and their teachers, and deal with it contrapuntally, as a result some mental problems can be found early and solved in time.

### *1.2 Characteristics of College Students*

The pursuit of college students for information and fashion, preference to surfing, long time online and uncertainty of their life value and world value provide for ideological and political education in modern times opportunities and challenges.

#### *1.2.1 Pursuit of Informationization*

With the pace of time, informationization tendency in higher colleges and universities advances greatly and rapidly, and the popularity of QQ culture is closely related to its informationization. As college students are eager to obtain information, they often get the most new information by surfing, chatting by QQ medium, adding to the QQ chatting group, and this new kind of relation net make their life more convenient and happy. Meanwhile, as more and more college students or their friends log in QQ, there are more and more followers who fasten the popularity of QQ culture, and QQ-medium-oriented communication becomes a new fashion on campus.

#### *1.2.2 Advantage of Students Quantity*

It is popular to chat by QQ online for most students. According to a survey from 289 students of 7 classes of grade 2007 of Chongqing Yangtze Normal University, supervised by the author, 99.3% of them have their own QQ number, and every one at least take part in a QQ chatting group. The whole survey result is shown in Table 1. All the numbers show that QQ has become one of the most part of their daily life, so the students number who take part in QQ-medium-oriented communication is large and QQ-medium-oriented communication is popular among college students, which provides a basis for overall management and ideological and political education by QQ communication.

#### *1.2.3 Advantage of Time and Space*

College students often hope to escape the time and space limitation of their real life by QQ-medium-oriented communication. For most college students, they are not satisfied with their daily life, classroom study, unidealistic real life, they often escape away from classroom, dorm and classmates, they want to find something new from outside, find new friend out of campus, find new opportunities, find fresh from the whole net, and some of them also want to relieve their pressure or mental problems to some friend online, no matter who is known or unknown. Traditionally, ideological and political education often occurs in office, classrooms and maybe somewhere on campus, while QQ-medium-oriented communication can make it change, because students can chat in dorm, in bar, at home or other places, and the time is also not limited in daytime, which can make students feel free and comfortable, easy to talk about their ideas, their life, their problems that they meet or face. The survey (Table 1) also shows the result, which gives evidence that college students log in not only for a long time, but also out of the limitation of time and space. This provides another opportunity and advantage for ideological and political education for college students.

#### 1.2.4 Uncertainty of Life Value and World Value

College students in China are mostly in puberty or early period of grown-up, which is an important turn of their life, therefore in this period they have to face multi-pressure from such as study, life, interpersonal relation(Zhu Chunying). It is easy for them to accept new ideas, new concepts, while they are immature physically and mentally and their life value as well as world value is not shaped. In addition, some students are not good at discussion face to face on account of being shame-making and unconfident, afraid of leaving bad impression on teachers. Under such conditions, QQ-medium-oriented ideological and political education can overcome their shame feeling and lack of confidence by QQ-medium-oriented communication, consequently solve their problems and build a new way or model or methodology for college ideological and political education.

In sum, the uncertainty of life value and world value of college students brings a new opportunity, therefore in this situation college ideological and political education workers should be proactive to take measures, and instruct and educate students, perfect and build their life value and world value by making best use of QQ-medium-oriented communication of QQ medium, QQ groups, which can change the ideas of traditional ideological and political education and improve college ideological and political education.

### 2. Disadvantages and Challenges in QQ-medium-oriented Ideological and Political Education of College Students

#### 2.1 Illusive and Uncivilized Information

QQ-medium-oriented communication makes our life convenient, and also builds a greenhouse for false and uncivilized information. As the information online is rich and mostly out of control, some may provide irresponsible or unhealthy information for some young students, which will sometimes hurt them physically and mentally. Sometimes, ubiquitous porn information will occur before students, which probably hurt these young students mentally. On the other hand, some hackers use viruses to destroy the computers of others, sometimes also steal some important information, which often cause troubles for students.

#### 2.2 Internet Addiction Disorder

College students are curious of novelty and also are easy to be addicted to games, which will spend too much time and energy as well as money. Some in the end are indifferent from daily life and study, which will lead to mental or physical problems. Some are indulged in games or QQ, isolated from real world, and this long-term virtual life will cause students dissocial, stubborn, selfish, unfit to society, or even internet addiction disorder, which is not rare among Chinese college campus recent years.

### 3. Questions for QQ-medium-oriented Communication of College Students

#### 3.1 "Degree" of Management in QQ-medium-oriented Communication of College Students

Under the circumstance of Internet and informationization, QQ-medium-oriented communication for college students are prevalent, and it also becomes a complex and systemic problem. In this sense, it is impossible to over-exaggerate the positive function of QQ-medium-oriented communication, but it is also impossible to adopt an attitude of unshaken rejection to it. As college ideological political educators, it is essential to adapt to the time, utilize the new communication platform and instruct college students, and help them to control the "degree" of QQ-medium-oriented communication. The online time should be managed properly, and the websites available for college students are guided and specified, which is to strengthen their net responsibility sense, to encourage them to obtain healthy and useful knowledge, and to conduct them deal with porn information healthily. Therefore, for the "degree" of QQ-medium-oriented communication, it is firstly to conduct them to log in within the limit of time, secondly to deal with different information healthily, thirdly to objectively and moderately discuss the hot topics, and fourthly to conduct them analyze deep the problems and distinct good things from bad things. Only within the "degree" in QQ-medium-oriented communication, can ideological and political education obtain an effective result.

#### 3.2 Good Disposal of Relationship between Traditional Ideological and Political Education and QQ-medium-oriented Ideological and Political Education

QQ-medium-oriented ideological and political education is not opposite to traditional IPE, but its supplement and its new model and methodology. Traditional ideological and political education is a scientific conclusion of revolutionary and construction experience, which has a directive role in ideological and political education. QQ-medium-oriented ideological and political education is a new trial, an innovation based on traditional ideological and political education. College ideological political educators should positively utilize QQ medium, QQ groups or QQ mailbox, sharing materials, information, experiences and discuss with other classmates, sum up and analyze the new situation, communicate and conduct them by QQ-medium-oriented communication to solve their concerning problems, while for personal problems, it is possible to conduct and educate personally. In ideological and political education, it is to insist on the traditional ideological and political education, and also to exert the advantages of new model of QQ-medium-oriented communication, to build a new model of QQ-medium-oriented communication based on traditional ideological and political education.

### 3.3 Disposal of Virtuality of QQ and Pragmatics of Ideological and Political Education

QQ-medium-oriented communication is sometimes virtual, as the communication is only through the virtual Internet, no matter where you are, the communication can be conducted without time and space limit. Owing to the virtuality of net, educatees are easy to feel a sense of equality, and therefore dispel their misgiving of life, remove their mental barrier, relax, and dare to communicate, be willing to communicate, tell the truth and tell the whole truth.(Zhang Yuxing) So in the communicative process, factually to analyse and conduct the problems or phenomenon presented or implied in the communication is the content of ideological and political education. In this sense, QQ-medium-oriented ideological and political education is both virtual and pragmatic. In the ideological and political education, it is necessary to deal with the two aspects, and only so can the ideological and political education obtain great achievement.

### 3.4 Opinion Leaders and their Role

In QQ group chatting, it is easy to find those opinion leaders, who are those who firstly get the information and form their own views, then influence others. (from Hui Gongjian) In QQ-medium-oriented communication, by paying attention to and conducting the opinion leaders, educators can exert opinion leaders' positive role in QQ-medium-oriented ideological and political education and improve the function of QQ-medium-oriented communication.

### 3.5 Conduct of Building a Correct Healthy Chatting Attitude

Nets are virtual, therefore, the educators should pay more attention to conduct college students to be more responsible and build a correct healthy chatting attitude, be honest in QQ chatting if they find the other is honest, and to utilize QQ medium and QQ groups with correct purposes and attitudes. At the same time, it is essential to conduct students to learn to protect themselves and protect their privacy, without disclosing their personal information as possible, meanwhile not to hurt others and influence others. In QQ group chatting, educators should pay more attention to those information which is partial or improper, and conduct students to analyse and discuss these problems, cultivate them to learn to correctly face and deal with different events or ideas, and also educate them to build a correct and healthy chatting attitude.

## 4. Conclusion

In the modern informationized net time, QQ-medium-oriented communication plays an important role in the life of college students, and the prevalence, virtuality, fashion, diversity, freedom, privacy and safety of QQ-medium-oriented communication further facilitate the preference of modern college students. According to the analysis, it is concluded that as ideological political educators it is to combine traditional ideological and political education methods and new QQ-medium-oriented ideological and political education method, utilize QQ medium, exert its positive function and avoid its negative role, conduct students to make use of Internet and consequently facilitate the perfection and development of ideological and political education in Chinese higher colleges and universities.

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Table 1. The Survey Result for QQ-medium-oriented Ideological and Political Education

items	owning a QQ number	first thing after back to dorm: logging in QQ	logging in QQ in computer class	surfing online once every day	logging in QQ after online	surfing online if no class	25 hours online per week	logging in by mobile phone
numbers	287	205	176	185	280	95	198	89
rate(%)	99.3	70.9	60.9	64.0	96.9	32.9	68.5	30.8