

Chapter 2

Study on Relationship Between Network Public Opinion and New Function Mode of Ideological Education Based on Equations of Mathematical Physics

Dongchao Jia and Linlin Li

Abstract With the rapid progress and development of network and information technology, the network of public opinion monitoring and management technology is constantly being improved and advanced. Implementing management of network public opinion has caused universal concern of the community; at the same time, implementing of the monitoring and dynamic analysis of network public sentiment is currently the focus of attention. Based on the network public opinion formation mode, we empirically analyze the network public opinion situation of college students, and build the college students' ideological and political education mode of network public opinion monitoring. Practice results show that the mode effectively guides the ideological and political education work.

Keywords Network opinion • Ideological education • Function mode • Empirical analysis • Equations of mathematical physics

2.1 Introduction

With the development of Network information and computer technology, the network is used more and more widely, so it becomes the information storage place and public opinion propaganda broadcasts of people ideological cultural.

D. Jia (✉)

Security Department, Hebei University of Science and Technology,
050018 Shijiazhuang, China
e-mail: jia_dongchao@126.com

L. Li

Polytechnic College, Hebei University of Science and Technology,
050018 Shijiazhuang, China

Colleges' ideological political education is the focus on the topic of the educational community and all sectors of society. How to strengthen the colleges' ideological political education, and how to effectively guide the university online education and network management [1, 2]? Today, students are more addicted to the internet, through the network to express their thoughts, attitudes, ideas, their feelings, and so on. University's network public opinion is the key important elements as the thinking, attitude, and behavior of college students. The network not only creates a good learning atmosphere for college students, but also spreads bad information [3, 4]. When the network public sentiment gives ideological political education to create the opportunity, adverse effects and negative effects will also come with it, so the university network public opinion is the focus of our attention, to make it better to guide students' ideological and political education work, to strengthen the management and supervision of network public opinion and improve the ideological political work [5, 6].

2.2 The Information Model of Network Public Opinion

The formation mode of network public opinion mainly reflects the main body of network public opinion, its formation process, the carrier, and other information. It can enhance our understanding of the network public opinions and find its formation, which helps to be an effective use to guide its role [7, 8].

At present, the formation mode of the network public opinion mainly has two modes: (1) The accumulation burst mode is that things happen without warning; even the participants are unable to perceive the direction and the process of its development; (2) The smooth progressive mode is from social contradiction accumulates to the network audience emotions, attitudes, and the formation of opinions, then it is from the network interaction and opinion leaders guide to network public opinion formation process [9, 10]. Its mode diagram of the network public opinion is shown in Fig. 2.1.

2.3 Empirical Analysis of College Students' Network Public Opinion

Aiming at college students to conduct research, each grade has selected a part of the students to carry on research, network public opinion will combine with college's management to analyze. Questionnaire content mainly includes the school's network construction, network management, network moral, and other aspects [11].

From the Table 2.1 and Fig. 2.2, descriptive statistical analysis can be shown that the largest proportion of junior students is 32.6 %, following by sophomore students that are accounted for 32.1 %, the third is the freshman students that are

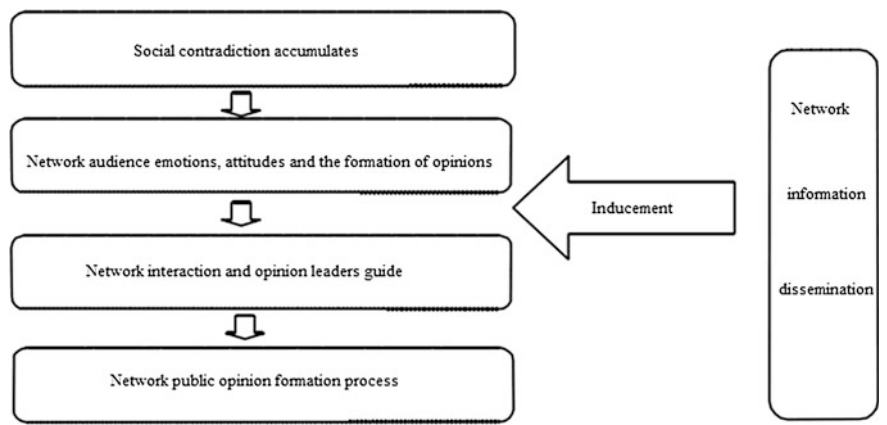


Fig. 2.1 Gentle progressive mode diagram of the network public opinion

Table 2.1 Object questionnaire data table

Sex		Freshman students	Sophomore students	Junior students	Senior students	Table
Male	Student numbers	170	219	211	98	698
	Percentage %	19.1	24.6	23.5	10.8	78.1
Female	Student numbers	36	67	70	25	199
	Percentage %	4.0	7.5	7.9	2.8	21.8
Table	Student numbers	206	286	282	123	897
	Percentage %	23.1	32.1	32.6	13.7	100

accounted for 23.1 %; however, the proportion of male is greater than the proportion of female in each grade. In the sophomore and junior, the proportion of male or female is all greater than the proportion of freshman students and senior students. The chart reflects that students participate in the network public sentiment, the freshman and senior’s attention and thinking analysis ability is not enough or is not taken into consideration.

From the Table 2.2, the network is used by the students, survey shows that students use the network scope in a very broad way, not only they use internet shopping, listen to music, watch TV, movies, online games, entertainment, body mass information, and other entertainment; but also relate to the online personals, chat, online travel, and interpersonal communication; also relate to a webpage, forum browse, read news, e-mail, learning, access to information, and other learning.

In Table 2.2 and Fig. 2.3, they show that using maximum of network learns and access to information, it accounts for 90 %; following by mail that accounts for 85.1 %; watching the news that accounts for 79.8 % is in the third position, it shows students use network effectively and fully. Students are more concerned

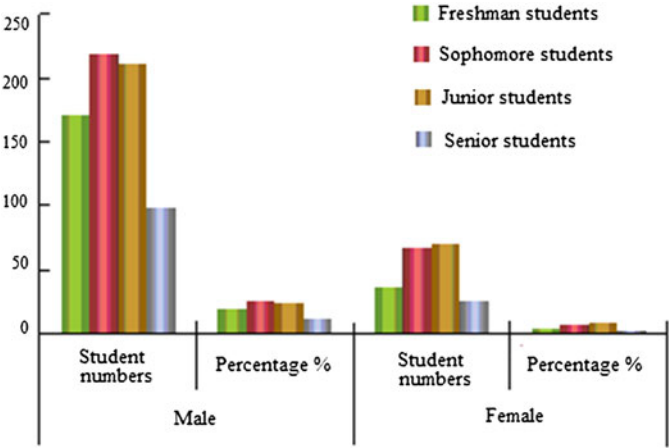


Fig. 2.2 Ideological and political education survey comparison chart of freshman to senior students

Table 2.2 Network usage survey data table in the student

Network usage	Student numbers	Usage proportion
Internet shopping	39	4.3
Listen music, Watching TV, Movies	402	45.2
Online game	30	3.3
Website, Forum browsing	187	21.1
Online dating, Chat	172	19.3
Entertainment television, Body group information	198	22.2
Read news	711	79.8
E-mail	756	85.1
Learning, Data access	802	90.0
Online travel	100	11.2

about the use of the network, so that it is more necessary to strengthen the network public opinion management, and more effectively to guide the students’ information acquisition and knowledge learning. Freshmen students and sophomore students are more inclined to entertainment via the Internet. However, junior students and senior students pay more attention to the acquisition of knowledge and learning, in order to enhance themselves and increase employment opportunities and ability.

In Table 2.3, students show moral attitude toward restraint in the network surveys, 5.2 % of the students do not understand network moral attitudes, 60.4 % of the students think Internet morality, but also need to strengthen, 27.2 % of the college students think that the network constraints do not exist, and students who think network constraints are stronger account for 7.2 %.

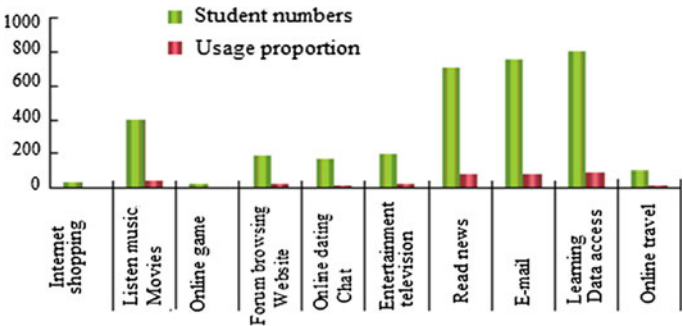
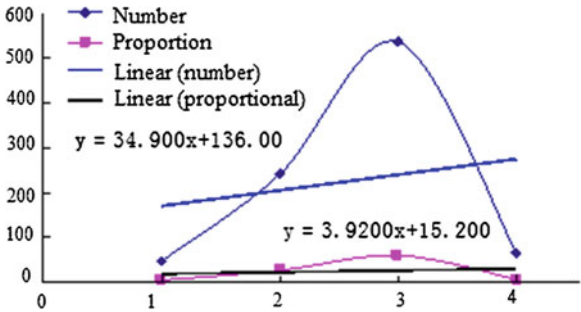


Fig. 2.3 Using the network situation contrast chart

Table 2.3 Students' moral attitude toward restraint questionnaires in the network

Item	Number	Proportion
Not understand	48	5.2
Network constraint not exist	242	27.2
Need to strengthen	537	60.4
Stronger network constraints	66	7.2

Fig. 2.4 Students moral constraints attitude curve in the network



From Fig. 2.4, it can be shown in network moral attitude toward restraint curve, students do not understand and believe that the network does not exist in the number and percentage tend to a low position; however, the network constraints strong student ratio in the lower position, there has been around 30 % students for network moral awareness that is not enough, they reflect that college students in network public opinion and other aspects of the construction have to be strengthened and improved, need to guide the students to pay close attention, in order to regulate the school network construction, use, and management. Due to freshmen students and sophomore students at the subjective understanding respect are quite limited, the negative effect of network opinion easily relates to the students of lower grades, junior students and senior students relatively have independent and self-control, they can effectively restrain themselves for network

operation and management, so the university should strengthen low grade students' education and guidance, however high school students should strengthen its supervision administration.

2.4 University Ideological and Political Education Mode Based on Network Public Opinion Monitoring

The test supervision system of network public sentiment is not only helpful to the teachers of college in ideological political education work, but also effectively helps master students in the status of the thinking and dynamics, to achieve target to begin the work, to avoid danger, to provide help against possible trouble, to play the role of prevention. At the same time, it can also thoroughly use the supervision system of network public opinion to check yourself to strengthen your place in the ideological political education, to carry on appropriate improvement, strengthening the network public opinion, and the ideological political education management, to control and feedback effect.

In Fig. 2.5, University ideological political education element relation model of network public opinion monitoring relates to the object, which not only has education, educated, network space, and real space, this system is interconnected with the closed-loop system of the interactive feedback response. The education information through exchanges and communication is stored in the network space, as well as in real space advocacy and learning, coupled with education in the publicity and feedback of network space, together in the network space, for the real space feedback and coaching. However, the network public opinion monitoring management system will focus on network space information acquisition, through analyzing the realistic space, finally to carry out public opinion report production

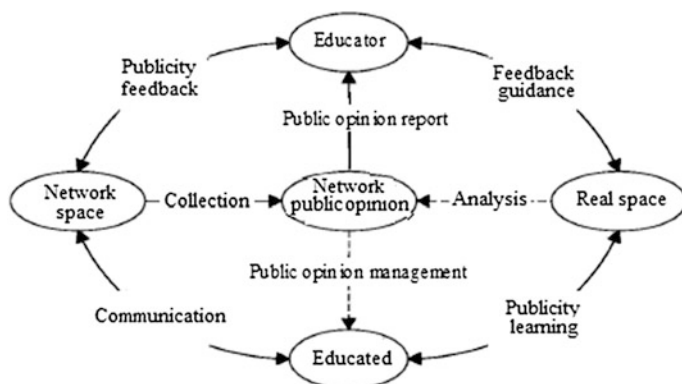


Fig. 2.5 University ideological political education element relation model based on network public opinion

and research, and statistical analysis of the educated public opinion management status, to effectively realize the network public opinion monitoring prevention, monitoring, and feedback and process management.

2.5 Conclusion

Effective ideological political education is the focus of social concern, how to network public opinion test system, the supervision technique applied to the ideological political work in universities, it is worth thinking about the field, not only contribute to the ideological political work, but also contribute to the innovation of the ways and means, and also help thought political education to improve efficiency. Through the use of network information technology's communication advantage and network computer processing functions, to continuously strengthen the college political ideological education method and mode, it can effectively improve the undesirable network information for the students' negative effect, to guide students to effectively use the internet, strengthening the management of the ideological political education, and making it more adapted to the development situation of the current network times. Through the network public opinion monitoring system to carry on ideological political education in universities it can quickly understand the students' status and dynamics, and promptly take measures to strengthen the ideological political work and management, improve efficiency; at the same time, it has also carried on the thought and mode innovation, to look for a new type of path. It offers students a more effective ways of strengthening ideological, two-way communication, and to promote the ideological and political work.

Acknowledgments The research was supported by the development research project of social science in Hubei Province in 2012 with the project number 201203176 and the project name Research on the Countermeasures of Network Public Opinion and Political and Ideological Work.

References

1. Liu Y, Liu Y (2009) Characteristics and management countermeasures of the network public opinion. *Ideological Polit Educ Res* 1(4):46–48
2. Du X, Ting L (2011) Ideological political education in the network public opinion perspective. *Mod Educ Sci* 2(1):70–71
3. Hongyou J (2009) University crisis management research based on the public opinion information. *Zhejiang: Zhejiang normal University* 3(9):21–34
4. Zheng H, Wang J, Li X (2009) University public opinion network security hardware security system. *J Southwest Agric Univ* 4(1):220–224
5. Wei J (2009) to face new issues of network ideological political education. *J Yangzhou Univ* 5(2):76–80

6. Yang L (2011) The relationship between subject and object characteristic and education innovation of network ideological political education. *J Ideological Theor Educ* 6(11):60–65
7. Xie H (2010) Internet ideological polit work Shanghai Fudan Univ Press 7(5):136–140
8. Wang X, Liang X (2012) The implementation process of the network ideological education. *Coll Party Build Ideological Educ* 8(5):59–60
9. Li S (2010) Ideological political education research under the internet condition. Beijing Tsinghai Univ 9(4):9–14
10. Zhao X (2009) Research on mining method of the internet public sentiment index. *Heilongjiang Harbin Inst Technol* 10(8):12–16
11. Yang T (2011) Intelligent information processing technology in the application of internet public opinion analysis. Shanghai: Tongji Univ 11(9):16–23

Proceedings of the 2nd International Conference on
Green Communications and Networks 2012 (GCN
2012): Volume 1

Yang, Y.; Ma, M. (Eds.)

2013, XX, 843 p. 263 illus., Hardcover

ISBN: 978-3-642-35418-2