

# The Influence of Internet Popular Culture on College Students' Ideological and Political Education and the Countermeasures

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**Abstract:** Under the background of popular network culture, college students, as a group that pursues individuality and development and actively uses network technology, are deeply influenced by popular culture. Although popular culture meets the aesthetic needs of college students and satisfies their psychology of exploring novelty, because of its short development process, it contains negative information that affects the shaping of college students' ideological and moral concepts, which may further weaken the effectiveness of ideological and political education in colleges and universities. Therefore, educators should conform to the trend of popular culture, use its platform to actively guide and help college students form new ideas of ideological and political education in colleges and universities. At the same time, we must keep pace with the times, focusing on improving college students' network literacy of popular culture, so as to promote the innovation of ideological and political education at the cultural level.

**Keywords:** internet pop culture; college students; ideological and political education

With the rapid development of information technology, network carriers are increasingly abundant, and network culture is diversified. Network information has become a remarkable symbol of the new era. As "Internet aborigines" in the new era, young college students are full of energy and easy to accept new things [1]. However, in the online world, college students are exposed to new things, but also face the impact and potential corrosion of online popular culture, which has a negative impact on their values, which poses new challenges to the ideological and political education of college students.

## 1 An Overview of Online Popular Culture

With the development of network technology, the Internet not only provides a variety of forms of entertainment, but also builds an open cultural exchange platform, which meets people's growing personalized needs and injects endless fun into life. In this context, popular culture in the network platform has risen rapidly

and become an active driving force of modern society. Popular culture has reshaped people's life and cultural pattern with its characteristics of convenience, interaction and immediacy.

At present, popular culture has become a condiment in daily life, which not only enriches people's lives, but also profoundly reflects everyone's spiritual world and attitude towards life. It has both cultural characteristics and commercial characteristics, which profoundly affects ideology. For example, popular culture has been widely circulated on the Internet in various ways, such as emoticons, hot topics and short videos, which soon attracted a huge amount of traffic, and its influence continues to grow. These popular cultural phenomena can even "break the circle" and break through the original cultural boundaries, which has aroused widespread concern from all walks of life. In this process, college students, as the main users of the network, have played an important role. They are not only receivers of popular

culture, but also creators and disseminators, which actively promote the development and innovation of popular culture.

## 2 The Influence of Online Popular Culture on College Students' Ideological and Political Education

Engels once said: "Individuals are influenced by spiritual environment." The prosperity of network culture has a double effect on college students. Its positive aspects can be effectively used by educators to promote the ideological and political education of college students. However, network culture has also brought some negative effects, which have become the key areas for educators to continuously improve and optimize.

### 2.1 Positive Impact

(1) It is conducive to broaden the channels of ideological and political work of educators.

As the product of scientific and technological progress, online popular culture provides new opportunities for college students' ideological and political education compared with traditional media, which is of great significance to improve teachers' ideological and cultural quality. College students use mobile phones and computers to obtain popular cultural information according to their own learning and interest needs, which can not only improve their learning skills, but also improve their understanding, broaden their horizons and cultivate their ability to change the world. However, educators also need to remind students that there may be information distortion and content deviation in network culture, and it is necessary to carefully screen information to improve media literacy and information processing ability [2]. Internet platforms have become an important tool for ideological and political education, such as Baidu, Weibo, WeChat, Tik Tok, etc. These platforms are popular channels for college students to obtain information. In order to broaden the educational channels, modern science and technology should be used to integrate popular culture into education in various

forms, thus improving the quality and effect of ideological and political education.

(2) It is helpful to relieve the pressure of contemporary college students and promote their physical and mental health.

Under the background of contemporary society, college students are under pressure from study, environmental adaptation, social interaction and career development. If it is not effectively alleviated, their mental health may be affected. Network pop culture, with its diversity of content, convenience of distracting attention and ability to relax, provides students with a way to relax when they are depressed or inefficient in learning. This not only helps to relieve their psychological pressure, but also promotes their physical and mental health development.

(3) Possibility of providing innovative ways of ideological and political education for college students

Under the background of the new era, the mode of school ideological and political education needs to keep pace with the times and realize the innovation and diversification of educational methods. As a group with independent thinking ability and distinct personality, college students have their own unique opinions and evaluations on the world around them. Traditional ideological and political education often focuses on the inculcation of textbook knowledge and adopts a relatively simple "spoon-feeding" teaching method, which is not only difficult to effectively transmit knowledge, but also may arouse students' resentment and weaken the actual effect of the course. In the new media environment, if teachers can skillfully use rich information resources to attract students' attention, it will greatly promote the multi-interaction between students and teachers. This teaching mode breaks the limitation of traditional classroom, encourages students to express their thoughts and opinions freely, and at the same time, teachers can communicate with students at a deeper level. In a relaxed and pleasant teaching atmosphere, teachers can naturally teach ideological and political education with socialist

core values as the main content, thus improving the attractiveness of the course and teaching effect.

## 2.2 Negative Effects

(1) Internet pop culture has influenced the formation of college students' correct values.

Internet popular culture has the characteristics of real-time, entertainment, niche and difference. If it is left unchecked, it will have a negative impact on college students' correct values, which will lead to one-sidedness in thinking, excessive pursuit of short-term interests, sensory stimulation and personalized expression, while ignoring long-term interests, systematic analysis and universal value. This may not only induce college students' egoism and neglect their responsibilities to the country, society and collective, but also weaken their ability to distinguish good from evil, beauty and ugliness, making them more susceptible to negative culture.

The potential negative influence of online popular culture on college students' thoughts is often difficult to detect. College students freely participate in online cultural activities through mobile devices such as mobile phones, which makes it difficult for educators to accurately evaluate the specific impact of these activities on college students' ideological and political education [3]. Therefore, we should be alert to the extreme trend of online popular culture and help college students establish correct values through correct guidance.

(2) Internet pop culture makes college students feel dependent on the Internet.

Network platform provides a lot of information and has significant entertainment function. In the new media environment, college students are more and more active in online shopping, such as games and social activities. Take short video as an example. According to the 50th data released by China Internet Development Report, by June 2022, the number of short video users in China had reached 962 million, with 91.5% users, including many young college students. The new media environment has a far-reaching impact on the study and life of college students. The internet takes up a lot of their time. Some

students are addicted to the internet, which makes the communication between them and their peers less and less, and their social skills are gradually weakened, which also leads to many psychological problems and gradually reduces their enthusiasm for life. Addicted to the Internet for a long time, the fragmentation time accumulated, resulting in less reading, relying on self-media and bloggers to acquire knowledge, lacking independent exploration and systematic understanding, easy to lose critical thinking ability, and rigid ideological concepts, which restricts the ideological and political work of college students. The negative influence of online popular culture on college students can not be ignored, and they should be guided to establish healthy online usage habits [4].

(3) The nonstandard network pop culture has played down the political consciousness of college students.

Political consciousness is the political direction, position and code of conduct that party member and the masses must abide by. Guided by Marxism, they firmly support the policies of the party and the state. College students should actively participate in national construction politically and give play to the leading role of intellectuals. However, the nonstandard network pop culture makes college students' political attitude not serious enough, and ignores the positive propaganda function of entertainment. At the same time, the non-standardization of popular online language and behavior weakens college students' political consciousness. European and American countries lead the fashion of online pop culture and publicize European and American culture and aesthetic concepts. College students should realize that online pop culture has the function of cultural erosion and assimilation, and unconditional acceptance will lead to lack of self-confidence in national culture. The nonstandard pursuit of consumption by online popular culture distorts college students' consumption, which in turn affects their values. College students' consumption behavior is closely related to their ideals and beliefs, work ideas and personal values, and can not be regarded as consumption preferences. Once the

consumption concept is distorted, it will lack sensitivity and resistance to western ideas, and personal values will also deviate from the right track.

### **3 Analysis of the Causes of Negative Effects**

Internet pop culture, as a cultural phenomenon, exerts a potential and far-reaching influence on college students. Its negative effects come from multiple factors such as culture itself and society, which are mainly reflected in the following aspects: first, the lack of scientific guidance in online popular culture and the lack of integration of socialist core values in online culture make it difficult for college students to establish correct values in the complicated network environment; Secondly, the current online ideological and political education for college students is insufficient in effectiveness, and the content and methods of education fail to keep pace with the rapid changes of online popular culture; Furthermore, the lack of systematic and targeted ideological and political education mechanism can not be ignored. At the same time, some characteristics of college students themselves also limit their ability to resist bad online pop culture: they are easily driven by herd mentality, which provides infiltration space for bad culture; There is a general lack of discernment and critical thinking about online popular culture, and it is easily induced by bad information. Moreover, college students' psychology and cognition are not fully mature, and they are more susceptible to the influence of online pop culture, thus weakening the influence of ideological and political education.

## **4 The Necessity of Strengthening the Ideological and Political Education of College Students in the Network Culture Environment**

### **4.1 Strengthening the Ideological and Political Education of College Students under the Network Culture Environment is an Objective Requirement of Social Harmony.**

Among these negative effects, cultural erosion and assimilation are the most destructive. Under the background of open and pluralistic network culture environment, the influence of western culture has been expanded, which has had a significant impact on the ideological concepts of Chinese college students. Some old ideas of the western bourgeoisie have had an impact on the thoughts of Chinese students, especially those college students whose thoughts are immature and their political stance is not firm enough. Because of their lack of sufficient social practical experience, they are more vulnerable to the erosion of these wrong ideas. This not only affects their political beliefs and value orientation, but may even lead to a decrease in their sense of identity with Socialism with Chinese characteristics and their trust in the governments of the Communist Party of China (CPC) and China. In some extreme cases, some students may be induced by hostile forces to participate in anti-party and anti-socialist activities, which poses a threat to the long-term stability of the country and is not conducive to social harmony and stability.

### **4.2 Strengthening the Ideological and Political Education of College Students under the Network Culture Environment is the Realistic Need of the Development of Ideological and Political Education in Colleges and Universities in the New Period.**

With the rapid evolution of network culture, the content and teaching methods of traditional ideological and political education have been greatly challenged. At the same time, the progress of modern science and

technology has brought unprecedented challenges to the traditional means of ideological and political education. At the same time, ideological and political work in colleges and universities is also facing new challenges. In this case, the ideological and political teaching in colleges and universities in the new era must actively integrate into the environment of network culture, so as to keep up with the development of the times, organically combine the communication methods of the Internet and network culture, innovate and innovate the traditional teaching methods, make the teaching content more substantial and updated, and thus make the effectiveness of ideological and political education more enhanced [5].

#### **4.3 Strengthening the Ideological and Political Education of College Students in the Network Culture Environment is an Inherent Need to Promote College Students' Success.**

Because of its anonymity, openness and mutual sharing, the network cultural environment leads to a large number of diverse and complex information infiltrating into the daily study and life of college students. This situation has a bad influence on some college students' ideals and beliefs, value orientation, thinking mode and behavior mode, and thus weakens their ability to judge right and wrong. For college students whose thoughts are not yet stable, they are more likely to be induced by pornographic content, decadent western ideas and hostile forces. Another part of students are too addicted to the Internet, which leads to neglect of their studies, alienation of interpersonal relationships and even misconduct. This phenomenon reflects their lack of correct world outlook, outlook on life and values, which may lead them to the wrong life path and have a far-reaching impact on the overall development and physical and mental health of college students. In view of this, we urgently need to strengthen ideological and political education for college students, strive to create a healthy network cultural environment, and focus on improving their information screening and right and wrong discrimination. This will help to prevent the emergence of problems such as

internet addiction and cyber crime, thus promoting the all-round development and success of college students.

Thus, under the background of complex and changeable network environment, it is urgent to help college students establish correct three views, train them to become qualified builders of socialist countries and strengthen ideological and political education.

### **5. Countermeasures of Ideological and Political Education of College Students under the Influence of Online Pop Culture**

#### **5.1 Adhere to the Socialist Core Values to Lead the Network Ideological and Political Education.**

5.1.1 Carry forward the positive energy of the network with socialist core values as the core.

Centering on socialist core values, we should fully penetrate into college students' online life, strengthen the construction of Socialism with Chinese characteristics's online culture, promote social progress and promote the benign development of cyberspace. Disseminate educational classics and revolutionary cultural relics in a digital way to improve the utilization rate of educational resources. It is the responsibility of the whole society to establish a sound cyberspace, highlight advanced cultural values and build a mass network culture with socialist core values as its main content. On this basis, we should guide college students to discover and spread the truth, goodness and beauty, purify the network environment, cultivate a positive social mentality, and carry out various network literacy activities to build a healthy network culture brand and promote the construction of a harmonious society. In addition, through online education, we can guide college students to inherit and carry forward Chinese excellent traditional culture, enhance their sense of belonging and self-confidence, and create an enterprising online cultural environment.

5.1.2 Innovating the way of network ideological and political education.

In order to effectively expand the educational space of online ideological and political education, we can

establish a WeChat public platform for ideological and political education of college students, and use this platform to spread positive energy and lead college students' ideological cognition. This platform can be combined with social tools commonly used by college students such as WeChat, Weibo, QQ, Tik Tok, etc. to create an all-round service platform to occupy the highland of online public opinion. At the same time, it is necessary to fully understand the needs and interests of college students, give full play to the advantages of the platform, publish international and domestic current affairs and school news, consolidate mainstream public opinion, and build the platform into a position for learning, innovation and exchange.

Network socialization is an important part of college students' daily behavior and should be regarded as an important means of network ideological and political education. Through in-depth research and innovation, we should take the initiative to occupy the new position of online ideological and political education, integrate socialist core values into college students' online social behavior, and answer questions for college students with scientific theoretical guidance, so that they can recognize mainstream values from the heart.

In addition, online ideological and political education needs to be life-oriented. It is necessary to implement the socialist core values in network socialization, network life and network learning, and communicate closely with college students so that they are willing to accept ideological and political education. Therefore, educators need to take college students as the center, innovate educational ideas, and guide their thoughts and behaviors from the reality of college students' lives in order to improve the effectiveness of online ideological and political education.

### 5.1.3 Improve the effectiveness of network ideological and political education.

In the ideological and political education of college students, educators can use carefully produced works to integrate educational content into college students' online life. By paying attention to the social hotspots that

teachers and students care about, setting up special columns and learning websites, etc., we adhere to the problem orientation and analyze the essence of the problem, so that students can have a deeper understanding of the basic principles of Marxism. Good online ideological and political education works can not only give people beautiful enjoyment, but also improve their charm. It can also encourage college students to think rationally and emotionally, and spread it widely in communication, thus improving the charm of the teaching platform. These works concretize the socialist core values and help to guide college students to establish correct values.

Only by accurately grasping the characteristics of contemporary college students' network ideology, combining with their needs and expression forms, and creating excellent moral education cases can we effectively improve its effect. These examples have typical demonstration significance, and have direct influence and demonstration effect on ideological and political education of college students and educators. At the same time, make full use of new media platforms and emerging means of communication, strengthen contact with college students, meet the needs of college students, and promote the deep integration of ideological and political education with the network.

In terms of educational means, we use big data technology to carry out advanced data analysis to help understand the characteristics of college students' network behavior and ideological problems, so as to carry out more targeted education. Through the analysis of big data, educators can better understand students, optimize teaching methods, clarify the direction and division of labor of education, and thus make the best teaching strategies. Through big data technology, we can also predict the trend of college students' online behavior and provide support for targeted ideological and political education.

## 5.2 Improve the Network Literacy of College Students

5.2.1 Cultivate the correct network values of college students.

Network values are the key to college students' network literacy and affect their network behavior. The rise of new media leads to the change of values, so it is very important to strengthen the identity of college students' core values. Educators need to change their ideas, attach importance to the construction of network culture, explore the laws of new media, seek advantages and avoid disadvantages, integrate new media education methods, and cultivate correct network values. College students should take the initiative to face the network challenges, strengthen self-education, think critically about network popular culture, improve network literacy, standardize network behavior, and promote personal all-round development. All sectors of society should give full play to their specialties, carry out ideological and political education in various ways, integrate core values with network literacy education, reduce the negative effects of the network, improve media literacy, and highly identify with core values. At the same time, strengthen the guidance of online new media, publicize socialist core values, and play the role of hidden education.

5.2.2 Pay attention to the cultivation of college students' ability to screen online popular culture.

College students should master the ability to identify multiple values in online popular culture, distinguish positive and negative information, and adhere to the dominant values in the diverse cyberspace. Use Marxist standpoint to analyze ideological and political issues, enhance the ability to resist wrong thoughts, and defend the security of network culture and ideology. The key is to cultivate the ability to analyze the essence. Ideological and political educators should guide students to establish correct values and enhance their ability of thinking and self-education.

At the same time, we should strengthen the screening ability of college students in online social

interaction, establish healthy interpersonal relationships, follow the principles of equality, freedom and self-discipline, maintain moderation, and ensure network security and personal privacy.

In addition, college students need to improve their ability to screen online languages and avoid blindly following the trend and assimilating negative values. We should be guided by mainstream values, use network language rationally, resist moral anomie and promote the positive development of network language. Through moral analysis, we can make clear the moral responsibility of the network, make wise choices, enhance the ability to resist bad network language, and help individuals develop in an all-round and healthy way.

5.2.3 Strengthen the self-education of college students' network culture.

Strengthening college students' self-education awareness of online entertainment, because it is closely related to personal hobbies, directly affects college students' judgment, moral outlook and mental state, and has a significant impact on development. The rapid consumption characteristics of network culture can easily lead to excessive satisfaction of college students, affect their attitude towards study and work, and weaken their struggle and enterprising spirit. Educators should help them improve their ability of identification and reflection. At the same time, college students should develop good online learning habits, develop a good attitude towards life, enhance their own network quality, establish clear learning objectives, broaden their horizons and make full use of Internet resources.

Strengthen college students' network knowledge acquisition ability, identify useful information from massive network resources, and strengthen autonomous learning. College students should also actively select useful information resources to improve their application ability. Resist the temptation of the internet. Having network subjectivity and self-discipline is the basis of effective self-education. College students should learn online independently, improve their self-awareness and control ability, avoid the interference of harmful information, cultivate their identification ability, conduct

correct online communication, and promote their personal growth and development with online resources.

## 6 Conclusion

The comprehensive analysis shows that network culture has dual nature, which not only provides convenience for daily life and academic research, but also

brings about uneven information quality, which may adversely affect college students' values, physical and mental health and social ability. In view of this, higher education institutions need to expand the scope of their ideological and political education and strive to create a positive and healthy network cultural environment.

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