



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4
“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

Based on the Development Path of the Online Public Opinion Work of Higher Vocational College Counselors in the Micro-era

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Abstract

At present, China has entered the micro-era in an all-round way, and people's ways of receiving information have become more diverse, which makes higher vocational colleges' network public opinions also show the characteristics of plurality. Based on this, we used random sampling method to collect data and interviewed 80 students from Yuncheng Preschool Teachers College. This paper uses literature analysis method, questionnaire survey method and summary method to explore the development of network public opinion work of counselors in higher vocational colleges in the micro-era. The research results show that college students in higher vocational colleges are not mature enough and are easily influenced by network speech, which is easy to have a negative guiding effect on the healthy growth of students and the harmony and stability of the school. In order to deal with this problem, counselors should play a role, use effective means to carry out network public opinion work, do a good job of guiding students. At the same time, higher vocational colleges must adapt to the development of The Times and actively explore the development path of network ideological education for higher vocational college students in the micro era, hoping to provide reference and reference for educators in this field.

Keywords: Higher vocational colleges; counselor; online public opinion work

Introduction

Online public opinion can reflect the ideological dynamics of students in higher vocational colleges, and counselors can better carry out ideological and political education for students by carrying out online public opinion work. However, at present, many higher vocational colleges are still staying in the stage of "encircling and blocking" when governing the online public opinion, which leads to the unsatisfactory effect of the work. In the micro-era, with the rapid development of we-media, the treatment method of "encircling and blocking" has shown its inapplicability. This paper studies the characteristics of online public



opinion in higher vocational colleges in the micro-era and the requirements and methods of counselors to carry out online public opinion in the work, and shows great significance. From the theoretical perspective, this paper provides an important theory for the development of network public opinion guidance in colleges and universities, which can enable relevant educators to carry out relevant work according to the characteristics of the micro-era. From the practical level, this paper on the micro era of higher vocational college counselors in the common problems in the process of network public opinion work analysis and research, which can make the counselor combined with their own attention to these problems, have to change, no, and encourage, on the basis of this better to the network management of higher vocational colleges, build up a perfect network culture system.

Objectives

1. To study the problems existing in the process of online public opinion work for counselors in higher vocational colleges in the micro-era (Yuncheng Children's Normal College).
2. The development path of the network public opinion work of higher vocational college counselors in the Micro Era.

Research Scope

1. Population scope

Students of Yuncheng Children's Normal College.

2. Variable scope

The independent variable is the importance and guidance of the counselors of Yuncheng Children's Normal College to the online public opinion work. The dependent variable is whether the counselor can timely find online public opinion and its causing problems and deal with online public opinion.

3. Time scope

From January 2022 to June 2022, Yuncheng Children's Normal College.

Literature Review

In recent years, with the popularity of the Internet, the development of online public opinion work in universities has attracted people's attention to and attention, and scholars at home and abroad have also carried out relevant research on this issue.

Benjamin (2016) pointed out in the article "Research on Core Socialist Values leading College Network Public Opinion" that the online public opinion work in colleges and universities is an important part of the moral education work in colleges and universities. The



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main purpose of guiding the network public opinion in colleges and universities with the socialist core values is to build a harmonious environment of the network public opinion in colleges and universities and enhance the effectiveness of ideological and political education. Through the construction of network propaganda positions, improve the public opinion management mechanism in colleges and universities, build a harmonious network ecological environment, improve the network literacy of college students, and accelerate the pace of socialist core values in leading the network public opinion in colleges and universities.

Yang Zhongying (2022) in the all media era university network public opinion crisis response to decision-making system construction research, points out that the whole media era, university network public opinion presents more widely, more sensitive, more attention, more cluster effect, more difficult to deal with and aftermath, and many other new features and new problems, and has not yet been targeted response decision-making guidance theory. Their traditional public opinion crisis response four stage "cycle + decision" dual-core drive theory as guidance, follow the social initiative change and all media network public opinion transmission specificity of subjective and objective laws, comprehensive multidisciplinary related basic theory, trying to deal with decision-making oriented, decision theory, coping with decision-making mechanism, response decision team four dimensions of decision-making research, build a closed-loop plasticity, complete standardization, one of the network application of network public opinion crisis "six stages closed loop" response to decision-making system.

Methodology

1. Research methodology

Questionnaire survey method, Summary method.

2. Data collection

The questionnaire was distributed randomly from February to May 2022, and 80 of 100 students in Yuncheng Children' Normal College were randomly interviewed. The questionnaire consisted of 13 questions, and the sample size in the questionnaire was determined by using the formula of Krejcie and Morgan (1970).

3. Data analysis

Data were analyzed by frequency and percentages.

Findings

1. Lack of guiding consciousness, not high level of attention.

According to the results of the questionnaire survey, 32% of the students think that the counselors do not pay attention to and do not guide the work of online public opinion,



only 19% of the students think that the counselors pay attention to and often guide, the other 49% of the students think that the counselors pay attention to and occasionally guide. See Figure 1. On the whole, the counselors in higher vocational colleges lack of awareness and attention.

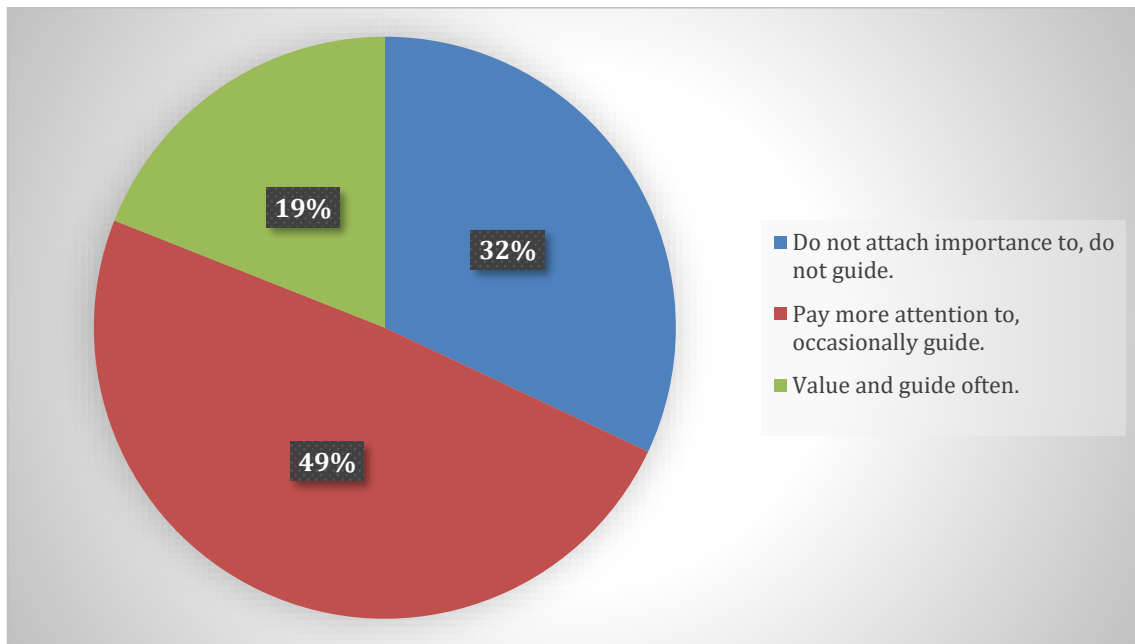


Figure 1: The statistical chart of the survey results of the degree of attention and guidance of counselors in higher vocational colleges to online public opinion work

As a group of counselors, we should make full use of new media and new technology when educating and guiding students, so as to improve the effectiveness of education as a tool and form an important educational ideological front. But in fact, many counselors lack the awareness of guidance and do not pay enough attention to the development of online public opinion.

2. Insufficient guidance ability and outdated methods.

According to the results of the questionnaire, counselors in higher vocational colleges in the face of network public opinion, the approach is mainly adopted by the theory lectures (42%), and the ideological and political education (30%), banned some instructors will also require students to directly (6%), rarely go deep into the student community in a targeted communication (12%), also not enough attention to student's emotion. See Figure 2.

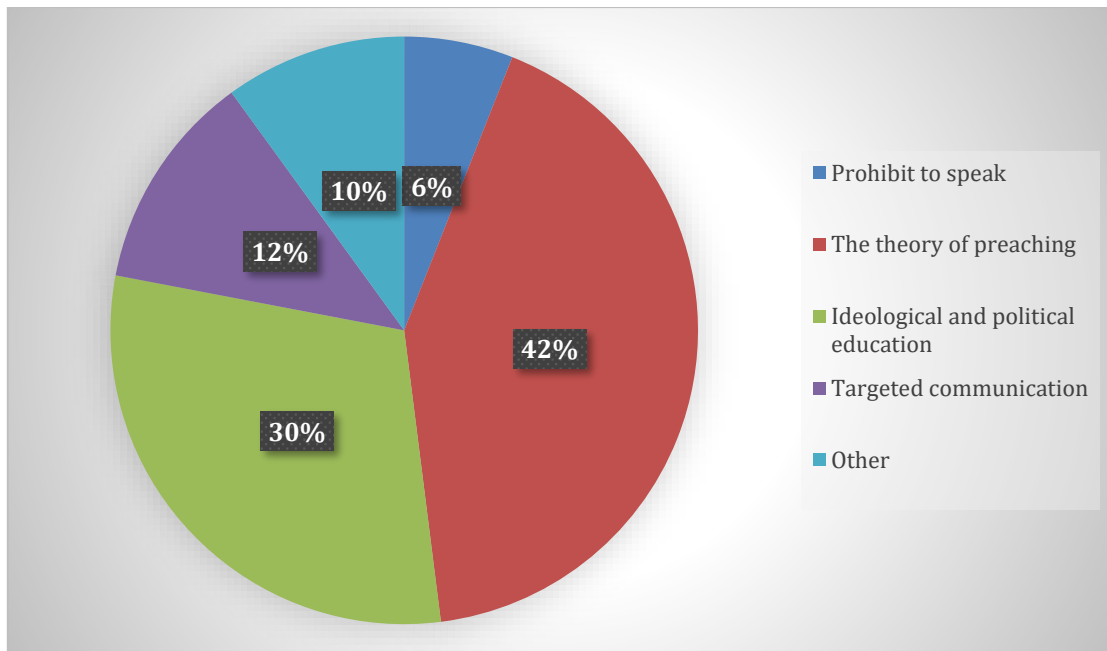


Figure 2: Statistical chart of survey results on the treatment of network public opinion by counselors in higher Vocational colleges

The micro-era is a new era, and the counselors do not take the time to carry out the online public opinion work for a long time. They lack the necessary experience in practice, and their ability to guide it is not enough on the whole. From the perspective of higher vocational colleges, the training for counselors is also mainly about theoretical knowledge learning and lack of practical activities, which leads to weak ability to collect, organize and analyze online public opinions.

3. Problems are not discovered in a timely manner due to unclear boot priorities.

According to the survey results, 58 percent of students in higher vocational colleges believe that counselors will not find online public opinions and their caused problems in time, which shows that they do not do good emergency treatment when problems occur. The main reason for this problem is that the focus is not clear enough when guiding the students.

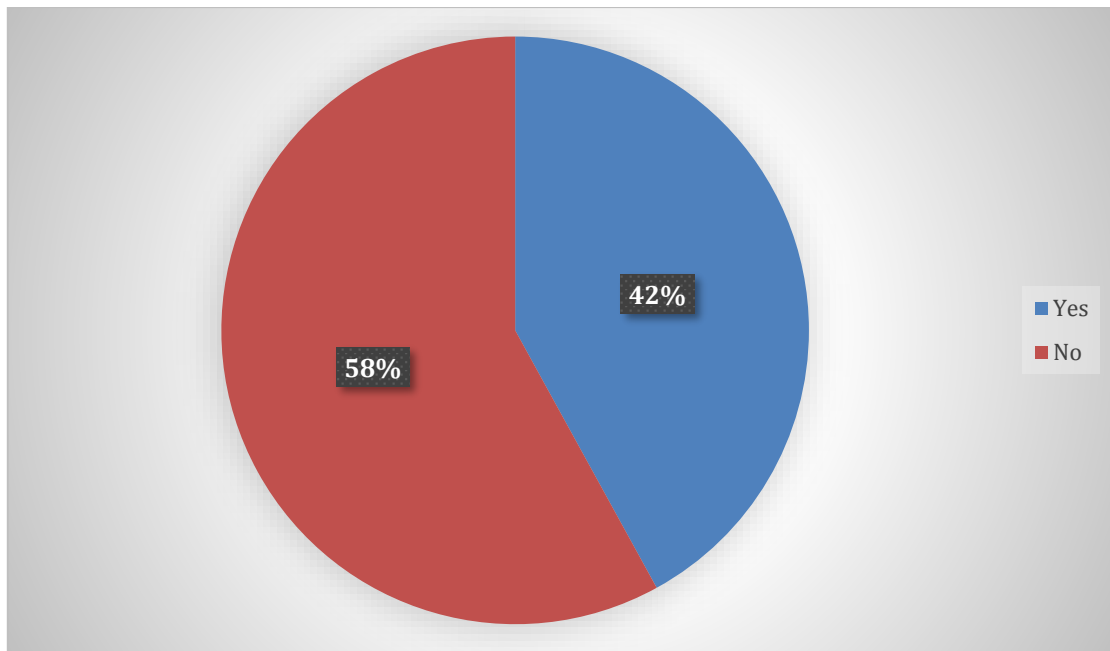


Figure 3: Whether counselors can timely find the statistics of the survey results of online public opinion and the problems it causes

At present, the offline feedback channels of many higher vocational colleges are not perfect, and the special opinion collection and telephone feedback are the main forms. The online feedback is only the website principal mailbox and the official message. These methods are characterized by poor interactivity, and it is difficult to play the expected effect. In addition, there are many higher vocational college counselors in dealing with students and guide students did not use a variety of the media tools, plus the counselor group of college students' thought dynamic do not understand, insufficient attention to network public opinion, which causes offline problems cannot get timely processing, and then online fermentation, eventually cause the emergence of network public opinion.

For counselors, the ultimate goal of online public opinion work is to create a good growth and learning environment for college students, and to promote the improvement of students' online literacy. Education should become the ultimate foothold. Most counselors do not focus on network public opinion at ordinary times, it is difficult to communicate timely and actively with college students, in the network public opinion work, many higher vocational colleges did not build up the relevant system, which leads to the relevant guidance mechanism is not sound, the related supervision and early warning mechanism is not perfect, it is difficult to form a strong guiding force.



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Conclusion and Discussion

In the face of the ever-changing Internet situation, colleges and universities should keep up with the Internet trend, create a public platform that students like, respect students, put students on an equal position, pass the mainstream voice, listen to students' demands, and establish a "safety valve". First, firmly grasp the position of public opinion, to size up the situation, take advantage of the situation, through the university network "official" platform to transmit mainstream voice to spread positive energy, through the development of supporting work, constantly improve the credibility of the platform. Two is deeply among students, rich information collection form, the multilateral dialogue platform, establish rational tolerant dialogue mechanism, sincerely dialogue with the student, does not become a mere formality, for example, a month can be led by the university to lead GongBan, office, logistics department, such as apartment do head deeply among students in the form of communication meeting to collect opinions, and to collect opinions on the spot to solve the feedback. Third, do a good job in the follow-up processing of information collection. Many students do not get any feedback after submitting their demands or questions, so they react on the Internet. After collecting information, colleges and universities should sort out the information by "prioritizing", pay attention to any problems reported by students, respect learning, investigate and solve the problems in time, and feedback the solution results to students. Some complex problems have been solved through online feedback, students' demands have been respected, social bad emotions have been alleviated, people have been influenced by reason, and a democratic and free campus environment has been maintained. Yuncheng preschool teachers should be the combination of online and offline, combining traditional and modern, teachers and students, in the form of the combination of the understanding of the dynamic changes in college students in the "platform", to lead students to "information" sentiment bias, to spread "micro" equal communication mode with the students, as well as keep good network public opinion "environment".

Suggestion

1. Suggestions for implementing

When carrying out online public opinion work, counselors should take practical work as the guidance, adhere to the principle of combining online and offline, and take online platform as a tool to help college students solve offline problems. At the same time, counselors should also improve their self-warning awareness and improve the effectiveness of online public opinion work based on multiple channels. This in addition to the need counselor group, but also make education teachers, professional teachers and mentor education workers to participate in, in the case of full participation comprehensively to guide



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students, but also make the leader guide role become more prominent, eventually formed in the middle of higher vocational colleges to guide the good situation.

2. Suggestions for further research

There are only 13 questions in the questionnaire design of this study, and they are closed questions. It is suggested to add some open questions. At the same time, the scope of the research sample should be extended to education administrators and school administrators.

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