

The Guidance Mechanism Innovation of College Students' Ideological Trends in the View of Implicit Education

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Abstract:

Under the influence of network public opinion, in order to reduce the probability of ideological problems and ideological deviation of college students, the guidance mechanism of college students' ideological trends is innovatively studied from the perspective of implicit education. This paper analyzes the concept of implicit education and the structure of guiding mechanism, and takes it as the theoretical basis of guiding mechanism innovation. Then the current situation of college students' ideological trends guidance mechanism is studied, to obtain the results of quantitative data analysis, and the achievements and problems of the guidance mechanism at this stage are summarized. Combined with the influence of network public opinion on college students' ideological trends, in order to solve the problem of current ideological trends guidance, the paper puts forward the overall principles of controlling the guidance mechanism, updating the implicit ideological education concept, innovating the guidance methods, and improving the guarantee mechanism. From the results of empirical analysis, the application of the proposed innovation path of guidance mechanism to the actual ideological trends of college students can effectively reduce the proportion of students with ideological problems, that is, the effect of ideological guidance is more obvious.

Keywords: Implicit education perspective; College students' ideological trends; guidance mechanism; Mechanism innovation;

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1. Introduction

In recent years, China's colleges and universities continue to develop and expand in scale, which can be divided into professional education and ideological education. Vocational education can cultivate students' professional knowledge and related skills, and cultivate more talents for the society. The ideological and political education can help college students to establish the correct three outlooks. Compared with other social groups, college students pay more attention to the development of the country and nation, and have a higher level of understanding and knowledge. It is very important to deeply understand the

ideological trends of college students, grasp the formation and development rules of public opinion supervision, and explore the working mechanism of public opinion supervision, so as to promote the physical and mental health of college students[1].

Nowadays, due to the rapid development of the information age, people's production and life style has undergone tremendous changes. In this case, education and teaching methods are gradually changing, especially in the case of network public opinion, positive ideological guidance is particularly important. Therefore, the guiding mechanism of college students' ideological trends

is studied. The ideological trends of college students are the morphological change of their thoughts and consciousness caused by the occurrence, development and change of certain events, which affects their attitude towards things. At present, in China's education system, more attention is paid to the cultivation of students' professional quality, while ignoring the cultivation of political thought, which leads to the increasingly poor psychological quality of young people in society, and the number of people with psychological problems is gradually increasing. From the perspective of college students' political training, most of the students' political position is still relatively firm, but their ability to identify politics is not strong, and with the gradual decline of students' age, they are more vulnerable to the influence of network public opinion and events. From the two aspects of ideology and values, there are still some problems, such as being lenient to oneself and being strict with others.

In order to solve this problem, under the support of the dynamic change law of students' thinking, from the perspective of recessive education, we use higher education teaching means to innovate and reform the guidance mechanism [2]. Implicit education is a kind of social life activity with implicit purpose, unplanned and indirect, which makes the educated unconsciously affected and educated. The "Recessive Ideological and political education" has been highly recognized by the ideological and political educators in Colleges and universities, which has laid the foundation for the ideological and political education of college students. Because the recessive education mode has the characteristics of concealment, it provides more possibilities for the selection of recessive carriers. Through the application of recessive education, we can improve the acceptance of College Students' Ideological and political work, and realize the innovative research on the guiding mechanism of College Students' Ideological and political work. On this basis, this paper makes a study in order to lay a foundation for the correct ideological guidance of college students.

1. Introduction to implicit education

Compared with the explicit ideological education, the implicit education emphasizes more on the dissemination of ideas, values and codes of conduct, and tends to the ideological and spiritual cultural fields. From the perspective of process, it mainly influences students through the infiltration teaching method, so that their behavior changes. From the perspective of educational effect, compared with the explicit evaluation and scoring system in the ideological and political theory course, there are some defects in the educational effect that are difficult to measure. However, once its content is accepted and understood by college students, it can play a lasting role [3]. In the special environment of University, educators consciously create educational environment, infiltrate ideological education content into students' daily study, life and practical activities, affect students' psychology and thinking, and achieve good results. In addition, the main body of education must rely on the carrier of education to pass on the content to be taught to the object of education. The types of education carrier can be material culture carrier, spiritual culture carrier and media carrier, and its mechanism is shown in Figure 1.

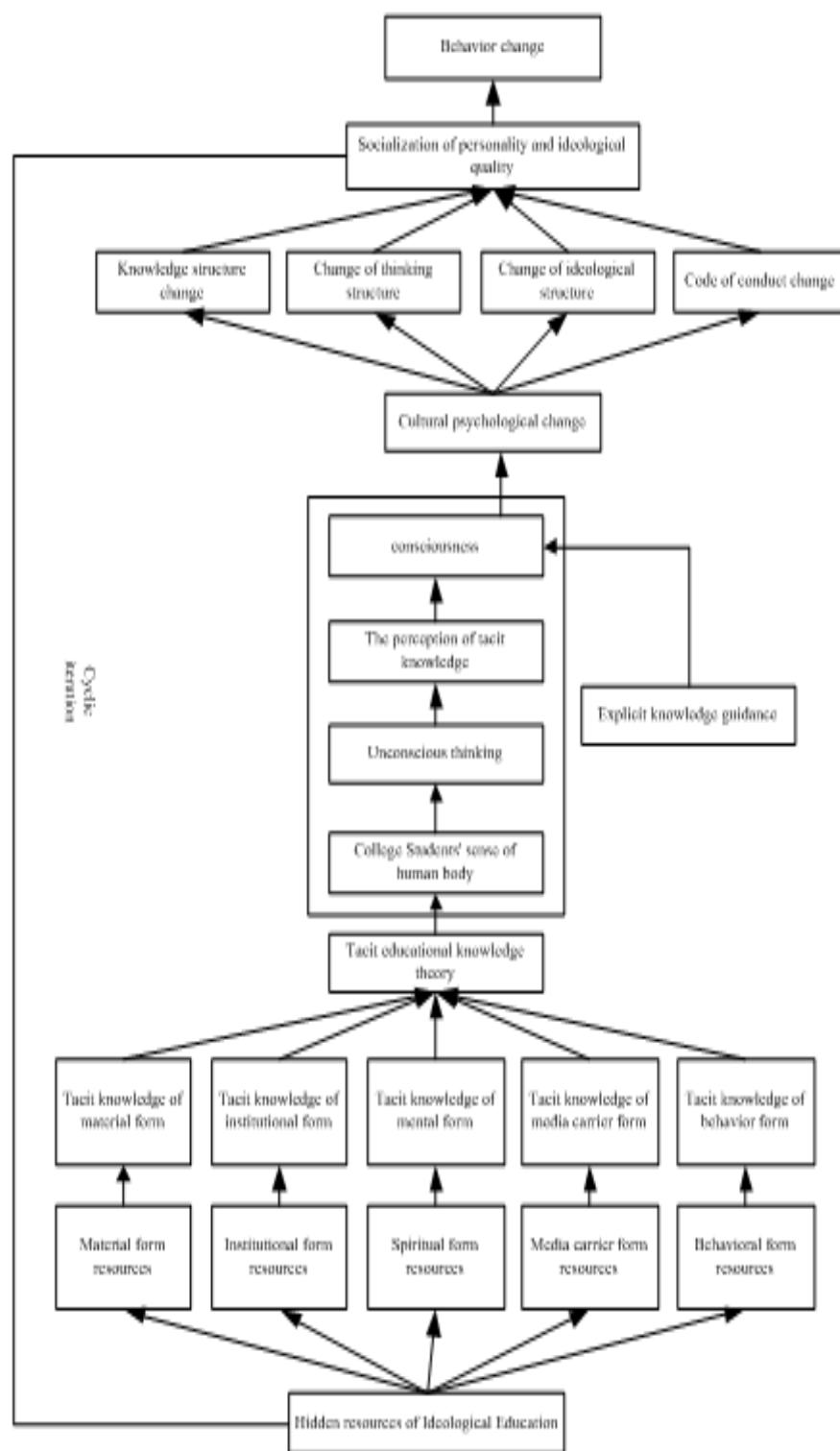


Figure 1. Schematic diagram of implicit education mechanism

2. The elements of ideological trends guiding mechanism

The guiding mechanism of implicit ideological trends is composed of six important elements, such as subject, carrier and content, etc. The structure of the guiding mechanism is shown in

Figure 2.

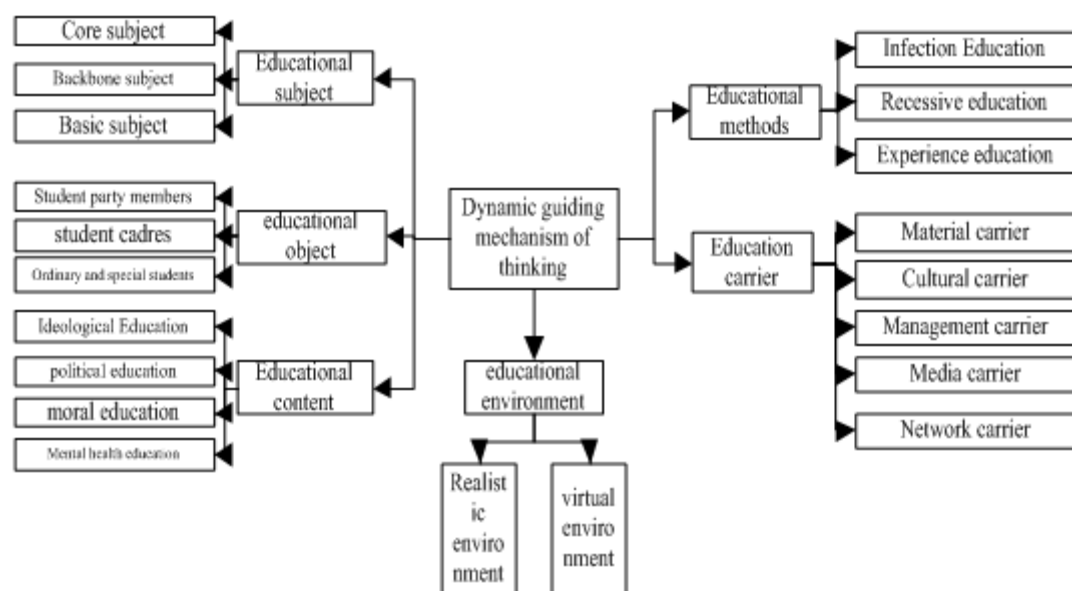


Figure 2 Structure diagram of ideological trends guiding mechanism

The core subject of the ideological dynamic guidance mechanism for college students is the government departments and institutions responsible for strategic planning, decision-making, organization and coordination, which is the command center of guidance education. Teachers or cadres engaged in Ideological and political work are the main body. They can choose to control the process. In the process of service, they will inevitably form various ways of communication with college students, which is a good opportunity for Recessive Ideological and political education of college students. In the guiding mechanism of ideological trend, the object of ideological education is the object part of the guiding mechanism, including student party members, cadres, ordinary students and special students. Special students are informal virtual groups divided by commonness. Compared with ordinary students, special students have inferiority complex and are easily interfered by communication. According to the principles of objective, adaptability and hierarchy, the educational contents are divided into moral education, ideological and political education, etc. Among them, ideological and political education is very important, and moral education is to adjust the behavior of students, adjust the relationship

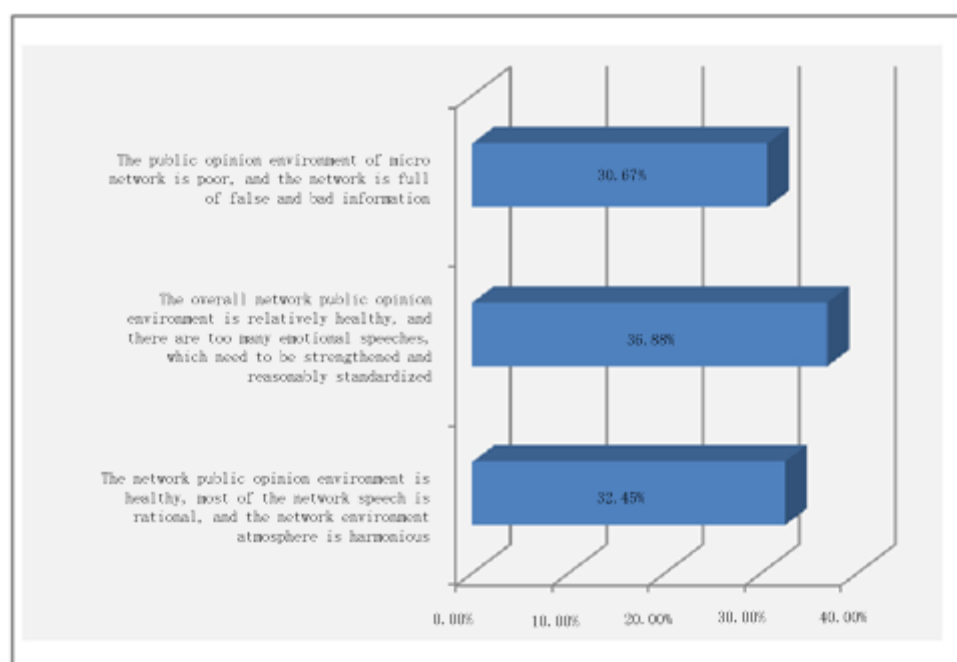
between students and society [4]. The content of spiritual education is people's correct understanding and grasp of the objective world, reflecting a higher self-regulation ability. According to the guiding mechanism of ideological trend mode, it can be roughly divided into dominant and recessive education modes. In order to better cultivate students, we should choose the appropriate education mode according to the actual situation of colleges and universities. From the perspective of recessive education, the development and utilization of guidance carrier affect the teaching effect of Ideological and political course to a certain extent. With the support of guidance carrier, it can promote students' in-depth learning [5]. The main body of educational environment in recessive education system can be divided into real environment and virtual environment. The real environment is the practical application environment of College Students' ideological guidance. Among them, the network environment is more important for college students to collect public opinion information.

3. Analysis of the current situation of the guidance mechanism of College Students' ideological trends
The ideological guidance of college students aims to form ideological and moral quality and psychological quality in line with the needs of socialist modernization through targeted,

organized and planned guidance [6]. In order to use the method of questionnaire survey to analyze the ideological guidance mechanism of college students at this stage. In order to ensure the objectivity and impartiality of the investigation, this paper selects the students of a university as the investigation objects. The content of the questionnaire survey mainly includes the construction, dissemination and acceptance of the content of ideological guidance, focusing on the ideological and political curriculum, cultural environment, practical activities and network environment. The purpose of the questionnaire survey is to comprehensively understand college students' cognitive level and practical application experience of the ideological guidance mechanism at this stage [7]. 500 designed questionnaires are distributed. After data statistics and processing, the recovery rate of the questionnaire is 98.6%, and the final number of valid questionnaires is 484, that is, the effective questionnaire rate is about 98.17%. Through the statistics and analysis of the questionnaire data, it can get the analysis results of the current situation of college students' ideological trends guidance mechanism. The statistical results of students' identity are shown in

Figure 3

Figure 3 .The statistical results of students' identity for the current ideological trends guidance mechanism



Through the application of the current ideological trends guidance mechanism, students' evaluation of the current network public opinion environment is shown in Figure 4.

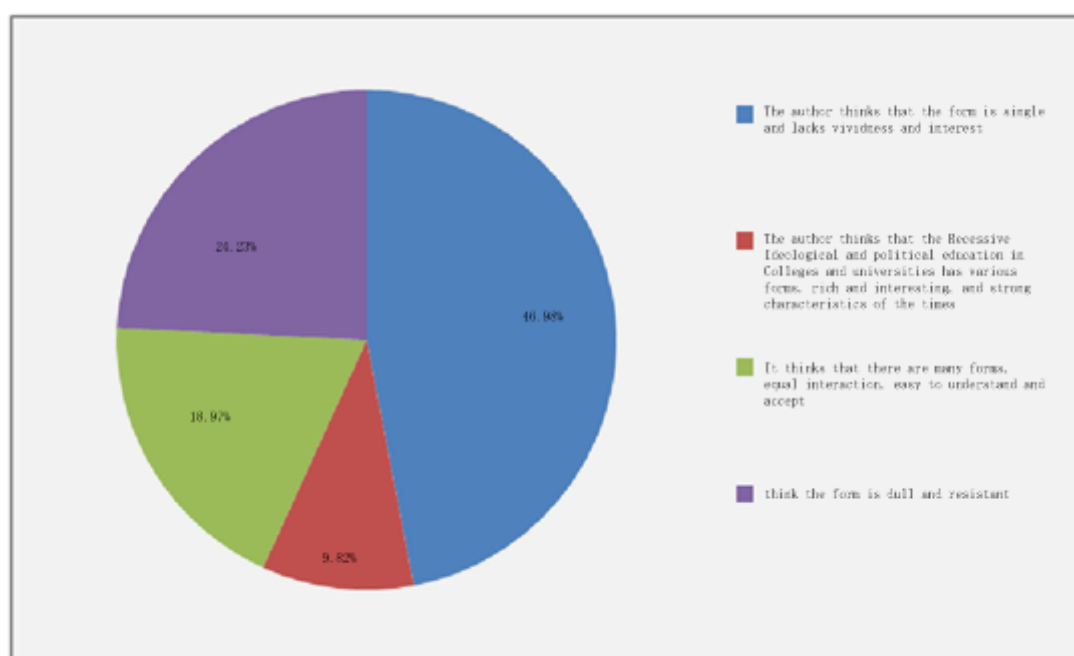


Figure 4 The evaluation results of college students on the network public opinion environment under the current ideological guidance mechanism

According to the survey, multimedia provides a platform for students' ideological education, promotes the rapid spread of ideas and values among college students, changes the traditional classroom teaching method, not only can broaden the channels of ideological education, but also promote students' independent learning and development. However, there are still some problems in the current guiding mechanism of Ideological and political work of college students, such as insufficient utilization of resources and insufficient comprehensive application of methods. In addition, due to the restriction of traditional instilling educational concept and the lagging behind of the research on recessive education, the status of recessive education is marginalized, the content is illusory and the form is single, which affects the final ideological guidance effect [8-9]. In addition, from the perspective of the guiding mechanism structure, the lack of professional organization mechanism and guarantee mechanism will also have a negative impact on the teaching effect.

4. Analysis of the influencing factors of college students' ideological trends

Internet public opinion is the most direct factor

for the change of college students' ideological trends. The content of network public opinion covers all aspects from national affairs and people's livelihood to school construction and daily events, which can objectively reflect the hot issues and real demands of college students [10]. Through the joint action of individual and collective, it is easy to reach an agreement on the point of view, which produces a sense of identity among college students, gradually expands the influence, and then changes from quantitative to qualitative, causing a certain amount of public opinion. Therefore, we must pay full attention to it.

5. Putting forward the innovative ways of college students' ideological trends guidance mechanism
Starting from the analysis results of the influencing factors of College Students' ideological tendency, this paper puts forward a series of innovative guidance mechanisms, using the concept of implicit education and innovative implementation methods, in order to correct college students' ideological tendency.

5.1 General principles of guidance mechanism of ideological trends

Although implicit education has many advantages in guiding college students' network behavior, it can not be used at will. We should grasp the

following principles, otherwise it will lead to the deviation of guidance effect [11]. The application of implicit educational ideas should follow the principles of direction, marginality and compatibility, adhere to the clear guidance and goal, and can not be "invisible" education as a reason for "out of shape" situation.

5.2 Updating the concept of implicit ideological education of college students

In order to play the role of Recessive Ideological and political education, we must form the idea of Ideological and political education based on practice, environment and cooperation. We should establish the concept of "practice" and combine it with the actual life of college students. On the basis of adhering to theoretical learning, we should organize corresponding social practice activities to apply what we have learned [12]. Although the implicit and explicit methods of Ideological and political education are different, the purpose is the same. Therefore, we should combine the two organically, make better use of the hidden mechanism, and explore more effective methods of Ideological and political education. Recessive ideological and political education pays more attention to students' practical activities, which is different from improving students' practical links in practice [13].

5.3 Innovating the way of ideological trends guidance of college students

Implicit education emphasizes the characteristics of infiltration, openness and concealment. From the perspective of implicit education, the guidance of college students' thinking and behavior needs to use the means of hint, experience and edification to play the function of implicit education. According to the actual psychological endurance of college students, it should choose the appropriate way in the system guidance, demand guidance, example guidance, practice guidance, cultural guidance and edification guidance, or integrate the above methods to achieve better guidance effect. System guidance takes rules and regulations or action guidelines as the guidelines of ideological guidance, which plans and restricts students' behaviors, and requires that all behaviors of students in real life and network environment meet the requirements of relevant systems [14]. At the same time, to integrate the education content into the behavior system and norms, and to strengthen the system guidance mechanism is to transform the soft behavior requirements and guidance content into

hard rules and regulations and discipline requirements. In the way of dynamic demand guidance, the current needs of students are regarded as the entry point of the guidance mechanism and become the connection point and internal driving force of the guidance mechanism. For example, through the analysis of students' professional learning pressure, we can carry out psychological consultation and other activities according to the needs of the current development of College Students' mental health, so as to solve the psychological problems of college students [15]. The core of the model guidance mechanism is to cultivate the backbone of students in a large number of college students, set a benchmark, and gradually expand the influence of the benchmark. In the process of ideological guidance, different students play different roles. In addition to student leaders, college students' role models also include public figures, teachers' role models and historical figures. But in contrast, the guidance effect of student leaders and public figures is more obvious. In the implementation process of this guidance mechanism, we need to pay attention to the psychological changes of students' role models and compared students to avoid the emergence of pride and inferiority complex. The main way of practice guidance is to organize and hold social practice activities in the name of groups, and improve ideological awareness through immersive experience. In addition, we can also use modern means to realize the innovation of the traditional implicit education mode, integrate the correct ideas into the network information, and penetrate into the students' network behavior and activities. The development of implicit education needs certain conditions and basic support. In terms of the existing conditions, we need to strengthen the guarantee of students' ideological trends guidance from the aspects of educational resources, teaching staff and educational environment.

5.4.1 Team building of guidance work

The guidance team is divided into three parts: implicit education full-time team, general teaching team and management team. The implicit education full-time team is mainly responsible for the selection of ideological guidance mode, the formulation of specific ideological guidance scheme, and has the function of adjusting the general teachers' curriculum teaching mode. The full-time implicit education personnel employed or trained should adhere to the socialist political direction and have the

political quality of being loyal to the party, so as to ensure that there will be no ideological deviation in the process of ideological transmission. On this basis, according to the training objectives and the actual needs of the educated, the talents with strong management ability, overall control ability and language expression ability are selected [16]. In addition, full-time staff are required to have the ability to deal with emergencies, when students have extreme behavior, they can quickly and accurately analyze and judge. In order to improve the cooperation between general education staff and full-time staff of hidden education, it is necessary to train teachers and improve the system. According to the job requirements, and based on different business capabilities and development stages, it can formulate specific training plans. Combined with long-term and short-term training, formal training, business training and other forms, the business level of employees can be improved [17]. Compared with the two kinds of teaching teams, the management team does not need to have too high professional ability, but also requires the management staff to have firm political thinking, integrate college education, management and service work into specific life and practical work, and set an example to assist educators in the management of curriculum and students.

5.4.2 Development of implicit thought guidance education carrier

The development of implicit thought guidance education carrier must be guided by the theoretical system of implicit education method. When we regard the needs of the educated as the only standard of constructing the environment carrier, we should pay more attention not to take meeting the educational needs as the only standard of constructing the environment carrier, because it will lead to the neglect of the direction and guidance in the application process of the carrier. The use of carrier needs to be carried out on the premise of not reducing the purpose of education. Therefore, we should also pay attention to ideology in the construction of environmental carrier.[18]. The development of implicit ideological guidance education carrier includes two aspects: media carrier and spiritual culture carrier. It should choose emerging media such as Wechat and WEIBO as implicit education carrier, and gather college students into QQ group and wechat group. Through the innovation of media carrier, educators can break through the limitation of time and space, communicate and interact with

college students. In addition, IT can also design and develop ideological and political websites, regularly carry out online courses, require students to complete the assigned tasks on the website platform, play a cohesive Role in the process of completing the tasks, and indirectly play the effectiveness of cognitive education.

5.4.3 rational use of implicit educational resources

There are two aspects in the rational use of recessive educational resources. One is to reasonably develop teaching resources, including ideological and political teaching materials and courseware. In the network to collect information in line with the theme of education, after processing applied to the actual education process. On the other hand, in order to ensure the effective scheduling and sharing of resources, educational resources need to be integrated in the public environment.

5.4.5 Optimization of the network environment of ideological trends guidance

Managers should strengthen the monitoring and filtering of campus network information, prohibit illegal and reactionary information from entering the campus network, and ensure the health and safety of the network environment [19], so as to improve the development speed of antivirus, firewall, patch and other software, and improve the security protection module of campus network. In order to effectively intercept the illegal intrusion of hackers, it should improve the access threshold of network information manufacturing and publishing users. In addition, the real name path needs to be set in the campus network. Only the users who have passed the practical authentication can upload and modify the network information. In addition to the campus network, college students may also obtain information through other network channels. Therefore, it is necessary to strengthen the supervision of other ways to prevent the dissemination and diffusion of state secrets or sensitive information in the form of words, pictures and videos. In addition to the above innovative ways of College Students' guidance mechanism, we can also establish the evaluation and supervision system of students' thoughts, which can be solved in time when we find problems in college students' thoughts, so as to avoid further deterioration of ideological problems. In order to improve the pertinence of ideological

education for different students, we should carry out targeted ideological education according to the possible concentration problems of a certain student group and individual [20].

6. Empirical analysis

From the perspective of implicit education, this paper designs an empirical analysis experiment to verify the application effect of the proposed innovative approach of college students' ideological trends guidance mechanism. In order to reduce the impact of the experiment on the mental health of college students, the experiment is carried out on the students' actual life and learning environment to ensure that the information contacted by students from different schools is the same as far as possible, so as to control the uniqueness of the experimental variables. According to the statistics of the subjects, there are 34288 college students, including 18476 males and 15812 females. In addition, through the actual investigation, 1240 of the experimental subjects have mental health problems, which are

mainly reflected in extreme thinking and negative thinking. The selected subjects are divided into two groups, and the number of subjects in the two groups is the same. The two groups are marked as the experimental group and the control group. In the process of grouping, the number of college students with mental health problems in the two groups is the same. The experimental group adopts the innovative way of the proposed ideological trends guidance mechanism to educate and regulate the students' thoughts, while the students in the control group use the traditional way of ideological trends guidance. After a period of time, the change of students' thought and behavior state is analyzed, and the effect of college students' thought guidance is obtained.

Because the dynamic change of college students' thinking mainly depends on the network public opinion information, it is necessary to set up the campus network in the coverage area of the experimental object, and develop the thought guidance education platform. The development and design results are shown in Figure 5.

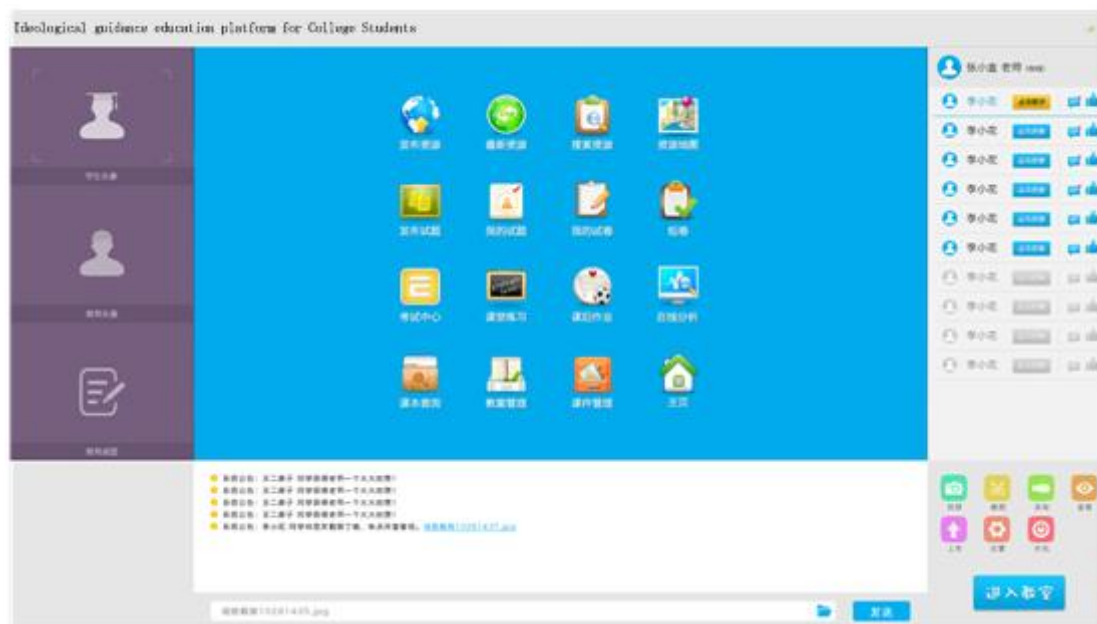


Figure 5. Interface of ideological guidance education platform for college students

The education platform shown in Figure 5 not only provides a carrier for implicit education, but also sets up a test function. After the phased ideological guidance education, college students get scores through the ideological health test to realize the quantitative test results of students'

ideological trends guidance effect. In addition, because students' thinking is in a dynamic process, it is necessary to set up multiple test time and get the score comparison results. Through the statistics and comparison of relevant data, the statistical results of the score of college students' ideological guidance education test are obtained, as shown in Table 1.

Table 1 Score statistics of College Students' ideological guidance education test

Subject number	Score of thought test in control group			Score of thought test in experimental group		
	4 weeks	8 weeks	12 weeks	4 weeks	8 weeks	12 weeks
00001	94.8	89.6	94.2	95.6	96.2	96.6
00012	92.6	95.7	96.3	98.4	98.8	99.2
00104	88.3	85.6	92.4	97.7	97.9	98.3
00358	89.6	82.4	84.2	96.5	97.1	97.8
01253	91.5	90.3	92.2	95.8	96.2	96.7
04514	92.7	95.4	95.3	98.4	98.6	99.2
12568	89.6	96.2	98.4	99.1	99.3	99.7
05243	94.3	87.4	91.3	98.2	98.6	98.9
11627	98.2	85.5	92.5	97.4	97.7	98.4
15578	94.3	95.2	95.8	95.5	95.8	96.6

As can be seen from Table 1, after horizontal comparison, the scores of the experimental group are relatively stable and show a steady upward trend, while the scores of the control group fluctuate greatly. After longitudinal calculation, after 12 weeks of guidance, the average scores of the students in the control group and the experimental group are 93.26 and 98.26 respectively. Integrate all the research objects, it can get the proportion of students with ideological problems in the research objects, and put it into formula (1).

$$P = \frac{n}{N} \times 100\% \quad (1)$$

In the formula, n and N respectively represent the number of students with ideological problems and the total number of students studied. The test results are obtained through the statistics of relevant data, as shown in Table 2.

Table 2 mental health test results of College Students

Mental health level	Control group	Experimental group
Very healthy	8961	10335

Healthy	6537	6044
Unhealthy	1124	458
There are serious ideological problems	522	307

In Table 2, the very healthy level is the college students with firm political position, service and dedication. Compared with the very healthy level, the healthy level has weak political position. Unhealthy college students have negative characteristics and are vulnerable to the influence of network public opinion. However, college students with serious ideological problems have obvious negative characteristics, and their attitude and behavior to deal with problems are extreme. After data calculation, it is found that there are 522 and 307 students with ideological problems in the two groups, accounting for 3.04% and 1.79% of the total number of 17144 students in the group. In addition, we can find that the number of very healthy students in the experimental group is more. It can be seen that the innovative way of guiding mechanism proposed in this paper can play a positive role in the ideological dynamics of college students from the perspective of implicit education.

7. Conclusions

In order to play the role of ideological guidance in Colleges and universities, it is necessary to guide college students' thinking through the integration of implicit education ideas and the dynamic changes of network public opinion. Based on this, this paper studies the innovation of guiding mechanism of College Students' ideological trend from the perspective of recessive education. The paper uses the dynamic guiding mechanism of College Students' thoughts to help students form correct view of right and wrong, and ensure the long-term effectiveness of the dynamic guidance mechanism. The results of empirical analysis can verify that the application effect of the guidance mechanism innovation method proposed in this paper has certain advantages. However, there are some errors in the way of thinking questionnaire used in the test. Therefore, the results of empirical analysis can only analyze one application trend, but the specific data support needs to be further supplemented and improved.

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