

Research on the Guidance of College Students' Online Ideology in the Field of Algorithm Recommendation

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Abstract: Post-truth, information cocoons, and information fragmentation in the field of algorithm recommendation have all caused ideological security to face new difficulties and challenges. The Internet has become the main battlefield of ideological struggle, and the issue of network ideological security has begun to be affected. Concerns of educators in higher education institutions. On the one hand, the narrowing of information disrupts the correct judgment of college students, and emotional flashbacks will incite the polarization of college students, which leads to alienation of trust in mainstream ideologies and excessive media judgment; on the other hand, college students' fast food fragments and diverse subject expressions are dissolving the mainstream Ideological discourse power. Therefore, to do a good job in guiding college students' Internet ideology, firstly, college counselors and students must improve their media literacy and information literacy. Secondly, online positions and opinion leaders must cooperate with technical governance and collaborative governance; thirdly, student cadres and campus positions must take the initiative Filtering and guidance supervision go hand in hand.

Keywords: algorithm recommendation, network ideology, college students

Introduction

The advent of information globalization and network socialization has caused ideological security to face new difficulties and challenges, and the issue of network ideological security has begun to attract the attention of higher education workers. To do a good job in guiding college students' Internet ideology, we must conduct in-depth research on college students' thinking styles, behavioral characteristics, discourse systems and communication methods in the Internet environment, grasp the laws of the spread of public opinion events in colleges and universities, and grasp the initiative in work.

1. Analysis of derived concepts in the field of algorithm recommendation

Post-truth means that people today no longer pursue facts and truth, but are easily incited by various emotions and emotions^[1]. The spread of post-truth is significantly related to the communication mechanism of social media and personalized content push in the field of algorithm recommendation^[2]. Therefore, it is very easy for the opinions of college students to become extreme in public opinion events in colleges and universities. In the post-truth era, college students' online ideological guidance will encounter unprecedented difficulties.

Information cocooning is a common phenomenon in the context of new media, reflecting the constraints of content tendencies in the field of algorithm recommendation on the information environment of contemporary college students^[3].

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Because people selectively absorb and remember information, the information field will be guided by personal interests, hobbies, and habits, thus weaving a huge cocoon around them. Only information that passes detection can Get into people's receptive range.

The essence of information fragmentation is shallow reading and shallow thinking. All information will not be presented systematically like book content, but will be presented in the form of short texts, pictures, and short videos, which will expand the personal knowledge structure and broaden oneself. and the understanding of the world does not have much effect. When more and more college students have become accustomed to this world of short messages, they making more and more people's lives numb.

2. Challenges of college students' online ideological guidance in the field of algorithm recommendation

The biggest harm of information cocooning and information fragmentation in the field of algorithm recommendation is to narrow the channels and fields for college students to receive information, thereby reducing their ability to think and judge, causing college students to produce non-mainstream ideological expressions and expressions in college public opinion events. Various unofficial and mainstream information are spread all over the Internet, causing students to conduct unfounded discussions, crusade, and even unconsciousness about hot public opinions on campus. Online violence and other behaviors disrupt the normal order of campus learning and life. At the same time, information cocoons in the field of algorithm recommendation will not only narrow the information environment for college students and solidify user cognition, but also intensify opposition in positions and concepts, leading to alienation of trust in mainstream ideologies.

The biggest feature of post-truth communication in the field of algorithm recommendation is that emotions come first. For college students, what they focus on in college public opinion incidents is no longer the facts themselves, but the catharsis of individual emotions. When reason gives way to emotion, the truth will inevitably be eroded and transgressed, and public opinion will intensify instead of calming down. At this time, what people pursue is no longer the supremacy of truth, but the supremacy of emotions. The spread of emotions in the public opinion field will in turn worsen the campus online public opinion ecology, causing problems such as out-of-focus public opinion, polarization of college student groups, and difficulties in ideological guidance.

In the field of algorithm recommendation, personalized recommendation and fragmented reading of information are becoming more and more popular, which also makes the reception and utilization of information by college students gradually show the characteristics of fast food, and the expression of opinions and ideological tendencies show the characteristics of pluralism. These Internet fast food fragments attract the widest attention of college students. They invest a lot of time to watch, immerse, and empathize. However, most college students do not have systematic thinking and overall awareness. They recognize and judge the patterns and patterns of things. Ability is not perfected. Therefore, indulging in fast-food fragments on the Internet can easily make college students' minds shallower, produce lazy reading thinking, and weaken the ability to distinguish the authenticity of things.

3. Exploring the guidance path of college students' network ideology in the field of algorithm recommendation

Starting from the individual level, to guide college students' Internet ideology, we first put forward corresponding suggestions and specific strategies based on the current situation of media literacy and information literacy of college students and counselors. First of all, it is necessary to expand the information acquisition methods and channels for teachers and students in colleges and universities, learn as much as possible about the background and intention of the incident, and avoid bias due to information bias. Nowadays, college students are most lacking in information acquisition channels other than smart media. College teachers and students must maintain an open and inclusive mentality and engage in more reading and learning that is conducive to in-depth thinking and exchanges and communications that are conducive to broadening their horizons. Secondly, teachers and students in colleges and universities must consciously expand the

boundaries of their own interests in order to break through the confinement of information cocoons and post-truth in the algorithmic recommendation field. Expand your scope and areas of interest and maintain your curiosity and desire to explore. This is also a way for teachers and students in colleges and universities to continue to grow and gain. When the boundaries of interests continue to expand, information barriers no longer exist. Finally, college students cannot stick to interacting with peers and classmates only, but must learn to expand their circle of friends and activities.

On the one hand, the guidance of college students' online ideology in the field of algorithm recommendation must keep pace with the times. It must not rely solely on top-down traditional communication methods. It must continue to learn communication technologies and channels related to the Internet and new media, and fully penetrate into the minds of college students. Groups, relying on different platforms to build campus media network positions for different groups. For example, in addition to providing ideological guidance education in ideological and political classes and second classes, college teachers must learn to make full use of various platforms and social media at all levels such as Xiaohongshu, Weibo, Douyin, Douban, and Zhihu to participate. The guidance of college students' Internet ideology is an important part of the "Internet +" and "Smart +" university governance strategies. On the other hand, because personalized content push in the field of algorithm recommendation is too suitable for different individual needs, more opinion leaders of different grades, different genders, different hobbies, and different colleges are needed for collaborative management. In the face of sudden major campus public opinion, opinion leaders provide content from credible and authoritative sources in public opinion, seize the opportunity in campus online public opinion, and prevent rumors and fake news from taking advantage of the opportunity by speaking out as soon as possible, and Take the initiative in network ideology in colleges and universities.

It can be seen from this that active filtering and guidance supervision from the perspective of university management and publicity should give full play to the subjective initiative of student party members and student cadres, allowing them to clarify their own information filtering responsibilities and remain sensitive to all kinds of information released by their classmates. Degree and criticality; promptly check controversial content and report to counselors, becoming an investigator of hot events in colleges and universities and a filter of ideological guidance. In addition, guiding college students' online ideology through campus media is also a top priority at this stage. On the one hand, campus media, as the main official expression channel of universities, should adhere to journalistic professionalism and correctly guide public opinion. On the other hand, campus media should strengthen platform control and use technology to assist fact-checking. Campus media can use the School of Computer Science and big data, artificial intelligence technology, or use machine algorithms to conduct in-depth research and screening of information, further select and judge false news at the technical level, and be a "gatekeeper" in the post-truth era. Let the facts and truth be scrutinized and tested by the public.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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