The Influence of Tik Tok on Ideological and Political Education of College Students and Its Countermeasures

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Abstract
Tik Tok has been active among the college students. In order to strengthen the role of Tik Tok in college students' ideological and political education and build a good campus culture, so as to build a socialist harmonious society, we should pay attention to the negative impact of Tik Tok on college students: influence the formation of college students' values, easy addiction, waste of time, waste of study, increase the uncontrollable nature of ideological and political education, analyze the reasons behind the following: college students' low network literacy, pay little attention to the role of Tik Tok in ideological and political education, inadequate supervision of network, and put forward corresponding countermeasures.

Keywords
Tik Tok; College Students; Ideological and Political Education.

1. Introduction
With the development of the Internet and the popularity of mobile terminals, short video, with its civilian, fragmentation, decentralization, strong interaction and other characteristics, all kinds of short video apps quickly ran into the field of vision. Since 2016, the "Tik Tok" APP has been launched, and it has quickly become the leader in the short video APP industry. According to the report of Half-Year 2021, in June 2021, the Tik Tok Short Video APP topped the industry, with a monthly active user scale of more than 600 million, with a year-on-year growth of 25.6%. The monthly per capita use duration is 1,794 minutes, of which the average daily use duration is more than 30 minutes, accounting for 72.4%. [1] Data shows that Tik Tok accounts for 61.0% of users under the age of 25. [2] It can reflect that the use of short video for information acquisition has become an important way for young people.

2. Negative Influence of Tik Tok on Ideological and Political Education of College Students

2.1 Information such as entertainment in Tik Tok influences the formation of correct values of some college students
The purpose of ideological and political education is to cultivate the correct values of college students, but in the age of Tik Tok, the cultivation of the correct values of college students has been greatly impacted. As the most popular short video APP, Tik Tok is popular among college students. However, Tik Tok platform is filled with some short videos with distorted values, which has a certain impact on the cultivation of correct values of college students. For example, many short videos with vulgarity, grandstanding and meaningless will be released to attract the public's attention for the sake of "red" and the temptation of money. For example," Big Stomach King ", there will be food waste and other phenomena. In addition, Tik Tok background big data has precise analysis on the user's behavior habit. For the short videos that users have seen, liked or commented on, Tik Tok will continuously...
push similar videos. Enhance the user's stickiness, and at the same time, the user may imitate some short videos with danger. Once the college students have seen several videos of the same kind, they will be pushed by a large number of videos, so that the college students will unknowingly accept the impact of such videos, and the college students are in the important period of the formation of the three views, the ability to distinguish things still needs to be further improved, so, in the end, it is not conducive to the cultivation of the correct values of college students, for the college students to form the correct values of the challenge.

2.2 College students "love" on the Tik Tok, waste time, neglect their studies
Today's generation of college students, due to a part of self-control ability is not strong, poor self-discipline, so "love" on the Tik Tok, addicted to it, unable to extricate themselves, so as to waste the great youth should study hard, hard struggle, and even will be abandoned school. In the beginning, the Tik Tok short video can be shot for 15 seconds, and then it can be shot for 30 seconds,1 minute,3 minutes and 5 minutes, even reaching a certain threshold to shoot 15 minutes of video. Fragmented and pan-entertainment video information emerges one by one. The user only wants to watch a few minutes of Tik Tok, but due to the user's curiosity and freshness, new videos appear one after another, the user can not help watching it all the time. In addition, the strong algorithm of Tik Tok can accurately calculate the type of video that the user likes through statistical big data and push it indefinitely. Unknowingly, the user falls into one of them, especially for the college students whose self-control ability is not very strong, it is very easy to let it brush away the good time of youth, brush away the real interpersonal communication, brush away the study, brush away their own future in the process of shaking the sound.

2.3 Increase the uncontrollable environment of ideological and political education
The ideological and political education environment refers to the sum of all the external factors influencing the ideological and political education activities and the formation and development of the ideological and political education object. [3] Since the platform of Tik Tok is an open platform, the threshold for expressing personal opinions through Tik Tok is low, and the network supervision is insufficient, the supervision of Tik Tok itself is also lacking. If some users who have a large number of fans make some inappropriate remarks, which will cause confusion in the social order, some college students will have some negative effects. When college students can not identify things and have their own independent judgment ability, it will affect the college students' thoughts, forcing some problems to appear in the college students' thoughts or values, and the changes of such thoughts are concealed and difficult to show for a while. Relevant college ideological and political educators can not timely and targeted to help students to correct and guide, only when the problem appears, college ideological and political workers understand that a certain aspect of the students' thoughts or values problems, so that education has lagged behind, greatly increased the difficulty of ideological and political workers to work, but also increased the ideological and political education environment uncontrollable.

3. The Analysis of the Negative Influence of Tik Tok on College Students' Ideological and Political Education
3.1 College students' network literacy needs to be improved
The short video released by the Tik Tok platform has a low threshold, while the supervision of the platform is not perfect, and it is very easy for some illegal elements to spread rumors, false and other information to cause certain public opinion. The ability of college students to distinguish right from wrong needs to be further strengthened. In addition, there is no specific course to help college students improve their network literacy, but it is scattered in the ideological and political class. After the college students have seen this video, it is very easy for them to be incited by illegal elements, so they can blindly forward and make some inappropriate remarks, resulting in some adverse consequences. For example, in July this year, Li released a flood fighting and flood prevention false information on
the Tik Tok, causing panic among the masses, seriously disturbing the social order, resulting in bad consequences; the same month, a "Handan Renmin Road is very deep water, electric vehicles are submerged" video in We Tik Tok circle of friends crazy forward, after verification, it is false and false transmission. The above two cases of spreading false information with Tik Tok are largely forwarded. When they are in the social hot spot of flood public opinion in Hebei, it is very difficult for some college students to distinguish right from wrong. Their starting point is good. In order to let more people know and pay attention to prevention, some illegal elements also seize this point to make some students and other masses become communicators and boosters of rumors. The lack of network literacy, the lack of responsibility and the lack of legal awareness of college students, it is easy to affect the positive effects of ideological and political education.

3.2 Not enough attention has been paid to the role of Tik Tok in college students' ideological and political education

For the universities, most universities have their own official Tik Tok signals in the Tik Tok times, but how to effectively combine the ideological and political education of university students with it is a place that many universities need to think and perfect. In many colleges and universities, there are the following problems: first, in the time, the Tik Tok is not updated in time, second, in the content, some colleges and universities are mostly to publish some external propaganda school video, in the proportion of positive energy video release is low, third, in the form, short video design still needs to be further innovative, fourth, in the interaction, less interaction, the final result is not obvious. At the same time, in the very complex Tik Tok environment, if the university ideological and political workers can not use some positive energy information to purify the Tik Tok environment, and can not produce effective and meaningful interaction with the majority of students, the university ideological and political workers can not firmly grasp the overall ideological situation of the students in the hands, so in teaching, the university ideological and political teachers can not use some interesting and targeted ways to the students to carry out ideological and political education. At present, although the vast number of students brush and play Tik Tok, but many colleges and universities have not paid attention to the official Tik Tok of the role of education.

3.3 Inadequate supervision over the content of Tik Tok, and the relevant mechanism has not been perfected

Since Tik Tok went online in 2016, Tik Tok has frequently received punishment from the regulatory authorities. In the live broadcast of Tik Tok, there are some vulgar content such as smoking, swearing and sexual hints, and there are also some illegal activities such as fraud. It has been more than three years since Zhang Yiming issued Apology and Reflection on April 11, 2018. However, the previous self-blame and guilt have not changed the substantive changes to the Tik Tok. The Tik Tok is still full of vulgar videos, and the rectification committee established by the Tik Tok does not seem to have the function of purifying the Tik Tok. During the outbreak of last March, male college student Li saw the video advertisement in the chain auction. After downloading the chain and patting the APP, the platform claimed that the platform participated in the auction successfully. The participants could not only get commission, but also the platform could donate and purchase materials for Wuhan. Li believed that staying at home would not only make money, but also do public welfare. It was a matter of the best of both worlds. At first, Li invested in the platform and obtained income and tasted the sweetness. However, Li was tricked into 6,000 yuan. Finally, through the alarm, he could maintain his legitimate rights and interests. As a leader in the short video APP industry, buffeting occupies a large market share and has a large number of users. The threshold for users to upload short videos is low and the number is large, which greatly increases the difficulty of video content review by buffeting staff. At the same time, buffeting staff has failed to strictly review the virtual and real advertisements in connection with advertisements, and the relevant mechanism is not perfect, which will bring great potential risks to users' personal and property safety.
4. Study on the Countermeasures of Promoting Ideological and Political Education of College Students by Using Titter Tone

4.1 Improve college students' own network literacy and enhance their discrimination ability

College students are the future builders and successors of the country, and their network literacy is closely related to the future of the country. In the process of using buffeting, college students should focus on improving their own network literacy, mainly in the following aspects: First, in the process of publishing videos on the platform of buffeting, the content to be published should adapt to the mainstream culture of the society, do not comment on videos with sensitive topics, at the same time, should not publish some vulgar videos, enhance their own sense of social morality, responsibility, but also protect their own privacy, avoid exposing themselves to the network, and at the same time, should respect the privacy of others, do not spread, do not leak; Second, in the process of paying attention to Tik Tok users, we should select some valuable and meaningful users to pay attention to, for example, we can pay attention to some official Tik Tok numbers such as corporate and public institutions, release some positive energy official Tik Tok numbers, etc, so as to benefit more from Tik Tok and continuously purify our Tik Tok viewing environment; third, in the process of browsing video released by Tik Tok platform, we should improve our ability to distinguish things. When the content of watching involves some hot topics about society and so on, we should pay attention to whether it is published from some recognized official accounts, so as to avoid some people who have the intention to take advantage of it. Don't believe in rumors, don't spread rumors, maintain the network order, at the same time, when brushing some vulgar, meaningless video, don't forward, don't like, meet some "special" video, should do a good job to report, contribute to the purification of the network environment; Fourth, to improve self-control ability, don't indulge in Tik Tok, form a good living habit.

4.2 Colleges and universities should attach importance to the important role of Tik Tok in ideological and political education

At present, Tik Tok has been active among young people, but also active in the majority of college students. Therefore, colleges and universities should attach importance to the role of Tik Tok in ideological and political education, combine the traditional ideological and political education work with Tik Tok, and increase the connection with students, which can be carried out from the following two aspects: first, from the whole school level, schools can rely on the school's official Tik Tok sign, regularly release some positive energy, grounding short videos, and at the same time, can use some major memorial days and important time nodes to interact with students, for example, in Lei Feng month, In order to arouse the enthusiasm of the students, we can give some quantitative points to the students who insist on playing cards, so as to create a strong atmosphere full of positive energy in the whole campus. This not only increases the interaction with the students, but also creates a good environment for the students to play a role in the ideological and political education. Second, we can take advantage of the ideological and political class in colleges and universities to strengthen the understanding of the ideological and political teachers in colleges and universities, so that the ideological and political teachers can teach the ideological and political class and guide the students to use the vibrational sound correctly. At the same time, the teachers should flexibly use the vibrational sound to play a role in the ideological and political education. For example, when talking about entering the new era, teachers of ideological and political education can assign assignments with the theme of "Socialism with Chinese characteristics enters the new era under the leadership of the Party, my hometown changes ", sing praises to our great Communist Party of China, submit assignments in the form of a short video, and screen out excellent works from it for sharing in the classroom. At the same time, teachers can turn on the tremors about the classroom of ideological and political education, and transmit excellent works through the tremors, which greatly enhances the interest of the students, and also makes the positive energy widely spread among the students and even in the society, forming a good social effect.
4.3 Strengthen the supervision and management of Tik Tok and improve the relevant review mechanism

President Xi Jinping stressed: "We will strengthen the construction of Internet content, establish a comprehensive network management system, and create a clear cyberspace." [4] The threshold for entering short videos is low, mixed with good and bad people, and the chaos is serious. Therefore, relevant government departments and buffets should strengthen the supervision of buffets users, mainly from the following aspects: first, relevant national departments should strengthen the supervision of buffets, and order buffets users to talk and rectify according to the problems arising from buffets; second, buffets users should conduct real-name authentication to prevent some criminals from spreading false information such as rumors, so that they can not catch up with others. At the same time, due to authentication, users are no longer anonymous in the process of publishing videos, which is conducive to regulating their own behavior; third, buffets should strengthen the verification mechanism of their own short videos. For some untruthful videos, automatic screening and error correction shall be carried out to prevent the consequences of disturbing the social order caused by the transmission of bad information. Meanwhile, permanent seal treatment shall be carried out for the ones that cause certain consequences. Fourth, buffeting shall establish and improve the reporting mechanism of the masses. As there are many users, the threshold for shooting and publishing videos is low, and it is far from enough to pass the screening of the government, buffeting system and manual review. Therefore, buffeting shall also mobilize the majority of buffeting users to actively report some bad short videos. In May of this year, the announcement on the upgrading of punishment rules for false patting issued by Tik Tok, which is just to provide certain protection for the good network ecological environment of Tik Tok. In July of the same year, the staff of Tik Tok received the content of the user "Dun Jie" planning patting "BMW occupies Land Rover parking space is blocked" in Tik Tok Security Center, which was evil and attracted attention, causing adverse impact on the society. After the relevant staff received feedback, the relevant account was permanently banned. In fact, there are some loopholes in such punishment, although the account is permanently banned. However, this "Dun Jie" user can completely use other mobile phone numbers to register, or change the identity and mode, also take advantage of this kind of bad atmosphere to carry out eye ball, attention, therefore, it is recommended that the company for the real-name authentication of this person is banned, add it to the blacklist, all the real-name authentication of this person in this platform, can no apply for a registered account, at the same time, if the circumstances are serious, the relevant government authorities can be recorded in this person's credit report or file, so as to avoid some "intentional" people can take advantage of the opportunity.

References


