

# The Impact Mechanism of Mobile Short Video Platforms on The Recognition of Mainstream Ideology Among College Students

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**Abstract:** This article summarizes research findings on the impact of mobile short video platforms, college students' ideology, ideological education in colleges and universities, and public opinion on college students' mainstream ideology. Scholars believe that the resources of mobile short video platforms are limited, and the use of diversification is positively correlated with mobile cultural participation. Ideology has a neutral meaning, and the concepts of scientific ideology and socialist ideology are proposed. Ideological education in colleges and universities should pay attention to the leading role of educators, and informal educational institutions also play an important role. Mobile short video platforms have become a popular application on the Internet, and content generated by users based on user-generated content allows users to quickly shoot, edit, and share videos. More and more companies use short videos for publicity and promotion. The mainstream ideology of college students pursues personal development and freedom, respects diverse cultures and ideas, pursues social equity and democracy, and has the characteristics of the times such as diversification, globalization, innovation, socialization, and anti-poverty.

**Keywords:** Mobile short video platform, College students, Mainstream ideology, Identification.

## 1. Research Background

With the rapid development of the mobile internet, short video platforms have become an important form of social expression for people. The proportion of mainstream ideology disseminated in video format is increasing, and it has become the mainstream mode of implementation in universities. However, some western countries have carried out cultural infiltration against China, which has impacted the status of mainstream ideology. Therefore, supervising the dissemination of mainstream ideology on short video platforms is a top priority in the field of culture. It is of great significance to study the influence of mobile short video platforms on the recognition of mainstream ideology among college students. It helps to improve the theoretical research in the internet era. Through the medium of mobile short video, based on the subjective laws of development and ideological recognition, it analyzes the connotation of mainstream ideology recognition among college students in the network, studies related issues and proposes relevant countermeasures.

## 2. Research Method

This article uses a variety of research methods, including literature analysis, questionnaire analysis, SPSS software analysis, and so on, to focus on analyzing the influence of mobile short video platforms on college students' mainstream ideology recognition. From the perspective of recognition, this article innovatively studies the influence of mobile short video platforms on college students' mainstream ideology, and proposes a series of innovative strategies and suggestions to help universities better carry out mainstream ideology education.

### 2.1. Collaborative governance theory

The theory of collaborative governance is a governance

theory based on cooperation and coordination, advocating the participation of multiple actors in public affairs governance to create synergies. This theory requires the adoption of diversified governance methods and approaches to improve the efficiency and effectiveness of public affairs.

From the beginning of March to the end of March 2023, the author used online questionnaire distribution to survey 111 college students from universities in Jiangxi Province.

### 2.2. Questionnaire design

We collected real data from college students to obtain the most realistic status quo. Through statistical and analytical steps, we present the process of this survey.

### 2.3. Quality inspection

We imported the data collected from the questionnaire into the SPSS system for reliability and validity checks.

#### 1. Reliability analysis

First, we conducted a reliability check, taking into account both time and ability. In this study, we decided to use Cronbach's alpha coefficient to test the reliability of the questionnaire scale.

Table 3-1. Reliability Test  
Cronbach's reliability analysis

Number of items	Sample size	Cronbach $\alpha$ coefficient
6	100	0.823

Cronbach's reliability analysis - simplified format  
Number of items Sample size Cronbach  $\alpha$  coefficient  
6 100 0.823

#### 2. Validity analysis

Next is the validity check. Based on the characteristics of the scale, this article verifies that the scale has good validity and the data collected is suitable for subsequent analysis.

**Table 3-2. Validity test  
KMO and Bartlett's test**

<b>KMO</b>		<b>0.753</b>
<b>Bartlett</b>	<b>approximate chi-square</b>	<b>8562.728</b>
	<b>df</b>	<b>136</b>
	<b>p</b>	<b>0.000</b>

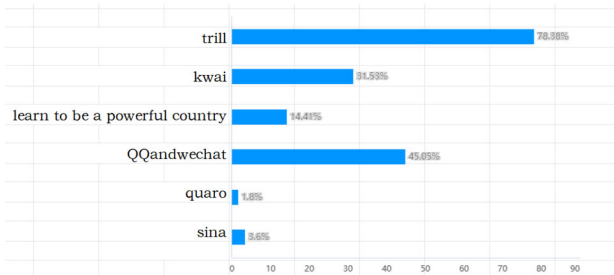
(IV) Investigation and analysis

A total of 100 valid samples were collected from the questionnaire, with a slight difference in the proportion of men and women, with 35 men accounting for 35% and 65 women accounting for 65%.

**Table 3-3. Results of frequency analysis  
Results of frequency analysis**

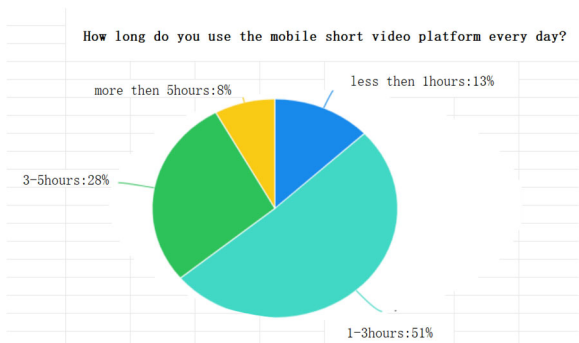
Name	Option	Frequency	Percentage(%)	Cumulative percentage(%)
Gender:	Male	35	35.00	35.00
	Female	65	65.00	100.00
Your grade	freshman year	88	88.00	88.00
	Sophomore year	7	7.00	95.00
	Junior year	2	2.00	97.00
	Senior year	3	3.00	100.00
	Total	100	100.0	100.0

This study adds a survey of the use of mobile short video platforms among college students, as shown in Figure 3-4.



**Figure 3-4. Survey on the use of online media by college students**

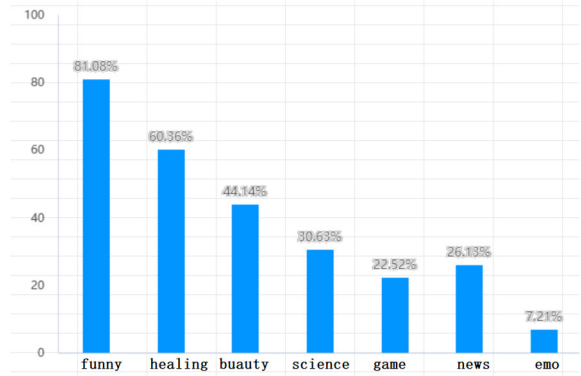
In terms of the average daily time spent by college students on mobile short video platforms, online media has become an indispensable part of the lives of contemporary college students.



**Figure 3-5. Time spent by college students on mobile short video platforms per day**

Relevant departments should rectify the chaos of short videos in accordance with the law, improve the mechanism, and strengthen the security governance system. The media should play a subjective consciousness and promote the

healthy development of short videos.



**Figure 3-6. Browse information survey**

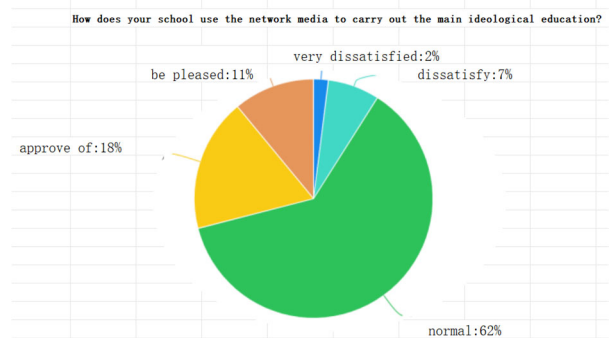
### 3. Current Achievements of Mainstream Ideological Identity of College Students in The Internet Era

The results show that ideological work in China's universities has achieved great success, and the overall recognition of college students is good. The vast majority of respondents hold an affirmative attitude towards China's mainstream ideology.

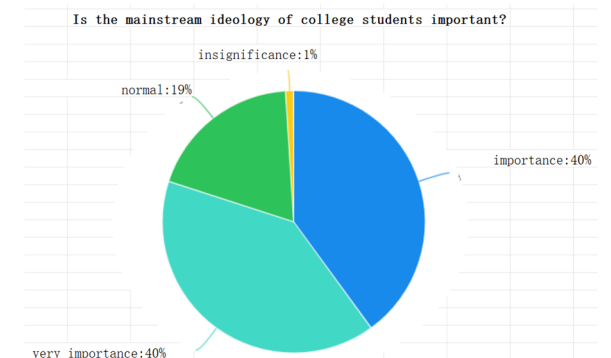
Carried out special ideological safety education activities?		yes	no				
quantity		81%	19%				

**Figure 3-6-1** Whether your school has carried out special education activities on ideological security in colleges and universities

Further analysis of the teaching situation of ideological and political theory courses

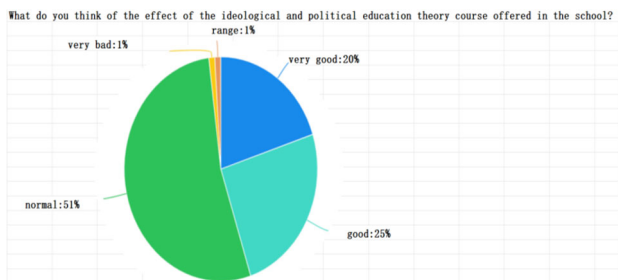


**Figure 3-6-2. How well does your school use network media to carry out mainstream ideological education?**



**Figure 3-6-3. Do you think the mainstream ideology of college students is important?**

From Figure 3-7, it can be seen that there are still a small number of students who are not engaged in the class. This requires exploring the reasons from both the teacher's teaching methods and the individual attitudes of college students towards class.



**Figure 3-7.** How do you think about the effect of ideological and political education theory courses offered by the school?

**Table 3-8.** What do you think of the current situation of college students' mainstream ideology identification

Option	Subtotal	Proportion
Excellent	20	18.02%
Good	41	36.94%
General	48	43.24%
Poor	2	1.8%
Very poor	0	0%

Option Subtotal Proportion  
 Excellent 20 18.02%  
 Good 41 36.94%  
 General 48 43.24%  
 Poor 2 1.8%  
 Very poor 0 0%

#### 4. The Practical Dilemma and Causes of Mobile Short Video Platforms' Influence on College Students' Mainstream Ideology

The survey results show that in the Internet era, the mainstream ideological identity of Chinese college students has reached a certain level. However, due to the continuous updating of the Internet, the education situation has become more severe, and we need to attach great importance to this issue and take preventive measures. Specifically, there are still the following aspects that need to be improved.

##### 4.1. Problems

###### 1. Utilitarian identification trend

Utilitarian identification refers to the phenomenon that many college students, while accepting mainstream ideology, are subject to many negative influences, and choose to only support mainstream ideology that is beneficial to themselves, while ignoring or only pretending to identify with content that is irrelevant to themselves.

###### 2. Negative emotional identification

College students are easily influenced by social environment, and they will subjectively view issues, resulting in unstable and irrational characteristics of their identity.

3. The effect of mainstream ideological education is not good

Ideological education in universities is to educate students to identify with the correct mainstream ideology and cultivate their correct ideological concepts. However, there are some problems in ideological education in universities in reality.[52]

Problem 1: The lack of ideological education in colleges and universities and the unclear educational goals

The lack of ideological education in colleges and universities refers to the situation in which there are deficiencies or problems in ideological education for college students, which is closely related to the unclear educational goals.

Problem 2: The content of ideological education in colleges and universities is single

In the ideological and political education of college students, there is a lack of diversity in content. Some colleges still regard ideological and political education as a means of instilling specific ideological concepts, and there is a long-standing lack of comprehensiveness and diversity in the content of textbooks, exam formats, and educational methods.

Problem 3: Ideological education is not solid enough

In the process of university education, some students may lack the necessary ideological foundation and humanistic qualities. According to relevant research, this period is a crucial time for a person's worldview, outlook on life, and values to emerge and take shape.

###### 4. Violence in online public opinion is prominent

The network society is complex, and college students lack complete ideological and judgmental abilities, and are easily misled by erroneous public opinion. Social public opinion guides the ideology of college students, but there are many sidelines and distorted facts in the network society, leading college students to doubt mainstream network social public opinion and lack correct judgment.

###### 5. "Pan-entertainment" of platform resources

The mass media promotes "pan-entertainment", and mobile short videos, as a new audio-visual medium, tend to be pan-entertainment under the manipulation of capital.

##### 4.2. Causes of the problem

###### 1. Lack: Individual literacy and ability deficiency

College students are prone to confusion, indifference, alienation, and even rejection of mainstream ideology due to insufficient cognitive literacy, low media literacy, insufficient emotional management skills, and insufficient rational thinking skills, which can affect the development of scientific identity behavior.

###### 2. Absence: negligence in higher education

Colleges and universities have a lack of clarity in their understanding of ideological education, with curriculum lacking goals and teachers lacking professional knowledge and literacy. The content of teaching materials is single and lacks diversity and comprehensiveness. Attention should be paid to participation and practicality, establishing diverse educational platforms, and valuing students' practical experience. The connection between ideological education between schools is not perfect, and attention should be paid to humanistic education and ideological enlightenment, cultivating a correct worldview, outlook on life, and values.

###### 3. Deviation: the direction of public opinion is out of control

The strong appeal of online public opinion to college students has led some to become addicted to their phones, neglecting classroom knowledge and tending towards social consensus. Insufficient network supervision has led to

ideologies hidden in public opinion, which has a negative impact on ideological education in colleges and universities. Network communication is efficient, but the market is filled with false information, and misinformation spreads rapidly.

#### 4. Defects: poor guidance and supervision of the platform

The influence of mobile short videos has increased, leading to young people becoming addicted to them and spending a lot of time on them. Fake social current affairs short videos attract young people, which makes students lacking in judgment rely too much on the Internet, resulting in negative effects.

## 5. Constructing Effective Countermeasures for Mobile Short Video Platforms in College Students' Recognition of Mainstream Ideology

Since the new era, with the rapid development of mobile short videos, the education of mainstream ideology for college students is a long-term task, and the quality of its educational outcomes is influenced by many factors.

### 5.1. Strengthening college students' own recognition of mainstream ideology

College students should strengthen their sense of mission and responsibility, actively participate in cyberspace, express rational views, enhance self-confidence, and cultivate correct core values. Promoting mainstream ideological identity education helps college students establish socialist core values, enhance their ability to think independently and resist Western bad culture, and better contribute to socialist construction.

### 5.2. Consolidate the construction of mainstream ideological education positions in universities with collaboration as the mechanism

Collaborative education is the fundamental means to ensure the mainstream ideological education of college students. Strengthen the mainstream ideological security education of college students and work with other departments to supervise and control the Internet space. Colleges and universities should actively take measures to build the main front of education and cultivate socialist builders and successors.

Optimize the education team of mainstream ideology in colleges and universities, improve the quality of education. College students are responsible for the mainstream ideology they choose, digesting and absorbing it, and practicing and strengthening it in society and life. Strengthen the application of online platforms to create a network atmosphere where learning can be carried out at any time.

### 5.3. Focus on the dissemination and influence of mainstream ideology in public opinion

In terms of public opinion, in layman's terms, it refers to the words people use to make suggestions or raise questions about various aspects of society. It usually refers to the

summary of people's attitudes or opinions about events or topics that have emerged in society, expressed publicly.

We should take the law as the criterion, strengthen the supervision of short videos, and maintain the harmony and stability of public opinion. We should strengthen the cultivation of moral quality, carry forward the mainstream culture, and prevent negative influences. We should cultivate the moral quality of college students in line with the development of the times, which is conducive to the stability of social development.

#### (4) Strengthen the dissemination of ideology on mobile short video platforms

In the practice of ideological work, the language of mainstream ideological education and propaganda is too single, which makes it difficult for mainstream ideology to adapt to the development of short video communication forms, thus exacerbating the security of mainstream ideology in online public opinion. In order to address this complex situation, short video platforms need to further promote technological innovation in short video ideological communication, while fully improving the shortcomings in the dissemination of mainstream ideology, so as to effectively enhance the discourse power of mainstream ideology in the short video network.

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