

# The Challenge and the Countermeasure of "Information Cocoon" To the Integration of Excellent Regional Culture into Ideological and Political Education in Colleges and Universities

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**Abstract:** In the era of integrated media, the continuous development of information technology has brought about the problem of "information cocoon". The "information cocoon" adopts the fusion of user preferences and pushes the closed and bent information to the college students in a way that they like to see. This makes the college students' thinking solidify and cognition narrow, and brings great challenges to the integration of excellent regional culture into the ideological and political education of colleges and universities. Firstly we analyze the influence of "information cocoon" on the integration of excellent regional culture into ideological and political education of colleges and universities in terms of content and teaching mode. Then we crack the dilemma brought by the "information cocoon" through various ways, such as optimizing information environment, improving media literacy, enriching the content of excellent regional culture into ideological and political education of colleges and universities, and improving teaching mode.

**Keywords:** Information cocoon, Challenge, Countermeasure.

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## 1. Introduction

The concept of "information cocoon" began in the book "Infotopia" by the famous American scholar Keith R. Sunstein. It refers to "network consultation, search and other information activities, the public only pay attention to the information they choose and make their own pleasure in the field, the information received narrowed, bent to meet, and Over time, it is like a cocoon in a "cocoon room". With solidified thinking and closed information, people just like being in an 'information cocoon'. [1] With the continuous development of information technology and the popular application of intelligent terminals, self-media, with its high frequency of dissemination and rich content, is gradually penetrating into the daily study and life of college students, making them fall into it. In the face of rich, interesting and deliberately catered audio and video information, college students at the stage of life development can hardly resist the temptation and fall into the "information cocoon". The "information cocoon" pushes the information with narrow content and deliberate catering to college students. On the one hand, it blocks the way for college students to obtain scientific and dialectical ideological and political thoughts through the information platform, fetters the rational thinking of college students towards ideological and political education, thus weakening the authority of ideological and political education content. On the other hand, it weakens the self-control ability of college students and brings unprecedented influence and challenges to the integration of excellent regional culture into the ideological and political education work of colleges and universities [2].

## 2. The Influence and Challenges Of "Information Cocoon" On the Integration of Excellent Regional Culture into Ideological and Political Education in Colleges and Universities

In the era of fusion media, the Internet is developing rapidly, and college students are exposed to network information since they are small, and the Internet plays an important role in their life and study and becomes an indispensable part. With the continuous progress of network technology and algorithm science, the APPs represented by Jitterbug, Racer, Beeping Beeping, NetEase Cloud, etc., through information aggregation, in-depth analysis of user preferences, artificial intelligence filtering mechanism and other means to meet the needs of users, will solidify and cater to the depth of information flow to uncontrolled push to users, gradually formed the "information cocoon" effect. effect. [3] The "information cocoon" has put forward higher requirements for the teaching of college ideological and political education and the integration of excellent regional culture into college ideological and political education in colleges and universities. Facing the problem of "information cocoon" in the era of integrated media, the key to solve the problem is to deeply analyze the influence and challenges brought by "information cocoon" to the integration of excellent regional culture into the ideological and political education of colleges and universities.

### 2.1. Information cocoon" weakens the authority of ideological and political education content

In the era of fusion media, the five-hundred and eighty network circles, video dating software and short video

platforms have become important channels for young college students to obtain information and social interaction. The "information cocoon" locates users' preferences, caters to users' browsing habits and hot spots, and reinforces the pushing of homogeneous contents through big data, algorithms and other information technology means. Create a narrow and closed information space and information environment for users. In the face of these huge and complicated information, college students in their adolescence have poor information integration ability and weak willpower, so they cannot effectively filter bad information and have poor non-discrimination ability. Unstable values: when wrong concepts are repeatedly pushed, they tend to fall into self-doubt, and in addition to the influence of some bad customs in the society, they wrongly think that some political education concepts we promote, such as patriotism, collectivism, socialism, equality, fraternity and selflessness, can no longer adapt to the needs of the times, and are only dogmatic and idealistic concepts from textbooks. Some authoritative ideological and political education contents have been doubted, or even denied. Coupled with the prevalence of profit-oriented and monetarist concepts, which flood the network society, the short video platforms represented by Jitterbug and Racer disregard the physical and mental development and health of young people, and wrongly induce some improper trends, which have a negative impact on the formation of college students' ideological concepts. In the questionnaire survey on ideological and political cognition of students in our university, I found that under the impact of "information cocoon", many college students have cognitive confusion about the purpose, meaning, essence and degree of integrating excellent regional culture into ideological and political education, and there are fundamental mistakes about the meaning of integrating regional culture into ideological and political education. There are many groups of students who have the wrong perception that ideological and political education is "slave education", which makes people feel shocked and deeply uneasy and frightened. College students in the formation of various concepts of the critical period, a variety of ideas are still immature, easy to go to extremes in the treatment of problems, scientific guidance related to the key. However, with the continuous development of information technology in the current society, college students can be seen in class, after class, and at meals all the time, and are caught in the virtual network world, locking themselves into the "information cocoon". In the face of the continuous development of self-media in the era of melting media, some self-media disregard national laws and regulations, make the masses to gain favor, deliberately reverse right and wrong, embellish some wrong ideological and political thoughts, misinterpret documents and discredit the meaning of ideological and political education, so that college students who do not know right and wrong will be subconsciously rooted in the subconscious with narrow content, information catering and lack of authoritative conceptual information in the information cocoon. "The integration of excellent regional culture into the process of ideological and political education in colleges and universities has weakened the authority of ideological and political education content and increased the difficulty of integrating excellent regional culture into ideological and political education in colleges and universities[4].

## **2.2. The "information cocoon" challenges the integration of excellent regional culture into the richness of ideological and political education content of colleges and universities.**

In the era of integrated media, the rapid development of digital media has improved the efficiency of information dissemination, and the emergence of various information platforms has made it more convenient for people to freely obtain and publish various content-rich and interesting information with the help of mobile intelligent terminals. For the integration of excellent regional culture into college ideological education such more educational video, audio, information in terms of production difficulty, production cycle, often several times more than ordinary life information, taking a longer time, from the perspective of investment income, the short-term benefits are poor. Moreover, compared with the diversified materials of life, the integration of excellent regional culture into college ideological education itself requires more professional knowledge as the basis and more human and material resources to produce excellent works for dissemination on the Internet, which makes the information content of relevant excellent regional culture into college ideological and political education more scarce. In the background of diversified information receiving channels, the information received by college students is growing exponentially every day, and in the environment of information overload, college students feel exhausted and confused in the face of a large amount of redundant information, so it is difficult to invest a lot of time and experience in analyzing and processing these valuable and scarce excellent regional culture and ideological and political education resources for my use. As the treasure of Chinese culture, regional culture is an important part of Chinese culture and has characteristics of locality, affinity, relative stability and rich diversity. However, in the process of developing excellent regional culture into ideological education in colleges and universities, it is only superficial and does not go deeper, and in the process of teaching development, it ignores the investment of scientific research funds, which is once reduced to a marginal subject. Teachers are tired to cope with the heavy teaching and research tasks and management tasks, so they can't take the time to understand the characteristics of regional culture in depth and study the contemporary characteristics of the cultural connotation, and the classroom content is repetitive and old, deviating from the actual social development and the application benefits of regional culture, so that the excellent regional culture integrated into ideological and political education in colleges and universities, which should be novel and rich in various forms, becomes boring. In addition, the integration of regional culture into ideological and political education in colleges and universities is mostly a demand-based application, pursuing professional academic research too much, not having universality, not actively integrating new media forms, having a single form of propaganda, and not seeking to update and progress in content. In the face of the "information cocoon", the integration of excellent regional culture into the ideological education activities of colleges and universities becomes precarious.

### **2.3. The "information cocoon" challenges the teaching mode of integrating excellent regional culture into the ideological and political education of colleges and universities.**

The rich and interesting information that is readily available is like a frog boiled in warm water, and the endless information pushing makes college students fall into the large net of "information cocoon" and cannot extricate themselves. The narrowed and catered personalized information is pushed to the cell phone terminals of college students in the most direct and effective peer-to-peer way, and the information containing personal preferences and catering to personal subjective consciousness is reinforced and deepened over and over again, and finally implanted in the subconscious of college students, making them gradually lose the ability of self-regulation and control. Faced with the bombardment of information wrapped with personal preferences, college students become powerless to resist and keep compressing their study time in exchange for this moment of pleasure. Traditional ideological and political education is facing the impact of time being squeezed and content fragmentation, which makes the ideological and political education, which already needs to invest time in experience, become worse and difficult to be digested and absorbed. On the other hand, in the classroom, some college students are addicted to their cell phones and do not listen to the content taught by the teacher, and after the class, they take these "psychedelic" ways to have fun as spiritual food, and they can hardly get out of it. The traditional teaching mode of integrating excellent regional culture into the ideological and political education of colleges and universities is dominated by theoretical indoctrination and supplemented by social practice, which emphasizes "convincing people by reasoning" and "emotion", and persuasive education makes college students numb to the traditional ideological and political education. Persuasive education makes college students numb to the teaching content of traditional ideological and political education, unable to penetrate deeply into their hearts, forming effective education and teaching, leading ideological purposes, and "information cocoon" squeezes the time of traditional ideological and political education, making the education dissemination channel obstructed, challenging the integration of excellent regional culture into the teaching mode of ideological and political education in colleges and universities.

### **3. The excellent Regional Culture into The Ideological and Political Education of Colleges and Universities to Crack The "Information Cocoon" Measures**

With the wide application of intelligent terminals and the continuous development of big data, cloud computing and precise algorithms, the problems and challenges brought by the "information cocoon" to the integration of excellent regional culture into ideological and political education in colleges and universities cannot be ignored. Based on the characteristics of "information cocoon", optimize the information environment, improve the media literacy of college students, enhance the authority of ideological and

political education content, adapt to the development of the times, meet the challenges, innovate and develop the teaching mode of integrating excellent regional culture into ideological and political education of colleges and universities, and enrich the teaching content of integrating excellent regional culture into ideological and political education of colleges and universities, in order to "cure the disease and save the people" and crack the negative impact of "information cocoon" on the integration of excellent regional culture into ideological and political education in colleges and universities.

#### **3.1. Optimize the information environment, improve media literacy, and enhance the authority of ideological and political education content**

Recently, the State Internet Information Office and other nine departments issued a notice on "Guidance on Strengthening the Comprehensive Governance of Internet Information Service Algorithms" (hereinafter referred to as "Guidance"), proposing to use about three years to establish a comprehensive governance pattern of algorithm safety and fair and just algorithm applications. In the face of the impact of "information cocoon" on the healthy development of youth, the state has responded positively by issuing various guiding opinions, but the achievement of the goal requires the joint efforts of all parties. As the main force of algorithm applications, cell phone APP manufacturers should do a good job of self-examination and self-correction, information feedback, purge the abuse and misuse of algorithm applications and other issues, enhance the sense of social responsibility, fulfill their responsibilities, long-term vision, legal and compliant use of accurate algorithms and other technologies. Telecom operators, on the other hand, should strengthen the supervision of traffic data, ban and restrict the flow of illegal push content, and take measures such as shelving illegal APPs that are socially harmful and persistent to regulate market behavior. For college students to enhance self-control, strengthen school education, have a full understanding of the harm of "information cocoon", focus on returning to the classroom, back to books. They should improve their ability to discern and judge information, transform blind passive reception into purposeful information "nutrition extraction", improve media literacy and refine comprehensive analysis and discernment of information from multiple levels of information cognition, methods and evaluation. We should adhere to the basic principles of integrating excellent regional culture into the ideological and political education of colleges and universities, and comprehensively clarify the connotation of concepts related to the purpose, meaning, product and degree of cultural integration, so as to make ideological and political education more authoritative. And find the entry point of cultural integration, optimize the information environment, enhance the authority of ideological and political education content, take the goal as the guide, and adhere to the principle of directionality without wavering. The authoritative content is constantly studied in depth and deepened, so that college students can accept it with a clear concept that cannot be shaken.

### **3.2. Enrich the excellent regional culture into the ideological and political education content of colleges and universities**

In the construction of Chinese modernization, ideological and political education is a practical force to guide value direction, gather value consensus, cultivate construction subjects, provide spiritual motivation and relieve social conflicts, and is the spiritual value support for the construction of Chinese modernization. Facing the impact of "information cocoon", the repetition of old and clichéd excellent regional culture into the ideological and political education courses of colleges and universities can no longer adapt to the development of the times, and it is urgent to push out the new and enrich the content. In the face of the characteristics of the subtle influence of self-media on every aspect of social life, college political education workers constantly update traditional concepts, fully use the development of science and technology, integrate the rich and interesting, rich in contemporary characteristics, easy to accept the excellent regional culture into the content of college ideological and political education into the new form of self-media teaching, effectively enhance the influence of ideological and political education, enhance the right of ideological and political education discourse. Through the application of self-media information technology, online ideological and political education is carried out, and the education content is enriched into application expansion, red revolutionary study, public welfare activities and ideological and political salon, etc. Students are driven to retrace the road of the Long March and appreciate the glorious deeds of revolutionary martyrs in new ways such as sand table projection or VR virtual technology, so as to enhance the knowledge of excellent regional culture and ideological and political education with more interesting and vivid intuitive feelings. The students will have a better understanding of the excellent regional culture and ideological and political education, and will be inspired to have a personal feeling of ideological and political education. The rich and interesting contents of excellent regional culture will be infiltrated into the ideological and political education of colleges and universities in the form that young people like to see, and through the integration of activities, the excellent regional culture will be integrated into the ideological and political education of colleges and universities, and the rich and fresh contents and novel and interesting forms will also make the integration of excellent regional culture into ideological and political education of colleges and universities more easily accepted by students. We strive to make a breakthrough in education content, improve the effectiveness of ideological and political education in colleges and universities, enrich the content of education and teaching, form the characteristics of ideological and political education in colleges and universities, let students let go of their cell phones, seize the "positions" captured by the "information cocoon", and adapt to the times. The students can let go of their mobile phones, seize the "positions" captured by the "information cocoon", adapt to the psychological development needs of the youth, and better meet the challenges brought by the "information cocoon".

### **3.3. Taking the innovation of educational concept as the starting point, optimize the teaching mode of integrating excellent regional culture into ideological and political education**

The essence of "cultural integration" is "cultural borrowing," of which the highest proportion is borrowed from the "edification" method of traditional culture, through the construction of "traditional By building a functional mechanism that is synergistic between "indoctrination" and "modern education," we can realize the richness of cultural integration methods. We adopt the modern ideological and political theoretical framework (such as "core values") to reinterpret the essence of traditional culture, read the regional cultural heritage sites and visit historical memorials; exchange the identities of teachers and students, teach live, and promote teaching through learning; attach great importance to the use of new media and new mediums to enrich the carriers and methods of cultural integration [5]. Take the innovation of teaching mode as the landing point and establish the system of cultural integration. Excellent regional culture integration into Civic Education should adapt to the development of the times, constantly innovate the way, strengthen the application of progressive technology, push out new ideas and innovative models. We should build an open and interactive teaching mode to provide a convenient way for the integration of culture into ideological and political education in colleges and universities, and on this basis, we should develop a system of "unified leadership, joint management, multiple subjects and comprehensive supervision" for the integration of excellent regional culture into ideological and political education. According to the relevant data, the users of "People's Daily", "Learning Power" and "Today's Headlines" APP have exceeded hundreds of millions. The presence of these official authoritative media APPs and their successful practice fully prove that the way of spreading mainstream values by "new media + algorithm push" is pleasing to the people. Therefore, to integrate excellent regional culture into ideological and political education in colleges and universities, we should actively use the new media platform to accurately push short, concise and distinctive ideological and political education contents to college students, so as to complete the transformation of excellent regional culture into ideological and political education in colleges and universities from persuasive education to open education, and make college students identify and internalize the mainstream values in a relaxed and pleasant state of mind in the subtle way.

### **Acknowledgment**

This research was supported by the special project of Ideological and political Education "Applied Research of Wenzhou Red Culture into Ideological and Political Education in Higher Universities" (Y202147195) and the 2021 scientific research project of Wenzhou Polytechnic "Applied Research of Wenzhou Regional Culture into Ideological and Political Education in the New Media Era" (WZY2021027).

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