

# The Research on the Problems and Countermeasures of Easy Class in Ideological and Political Network Education

Taking Fujian Normal University as an Example

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**Abstract**—Going with the spread of Internet, online Ideological and political education has been an urgent requirement for current college education. Starting with the background of Easy Class, this article analyzes its development process, comparing it with other online Ideological and political education carriers and summarizing its advantages for promotion. Based on the construction of Easy Class at Fujian Normal University, this article discusses the effect and problems arising out of the Easy Class in practice and raises suggestions to promote the Easy Class aiming at the problems existing in the promotion.

**Keywords**—Easy Class; online ideological and political education; college ideological and political education; network front

## I. INTRODUCTION

Ideological and political education is a significant point in college education, in recent years, the CPC Central Committee has paid high regards to the ideological and political education of college students and released clear instruction. The Instruction on Further Strengthening and Improving Ideological and Political Education of Students released by the State Council raises “We should occupy the new field of online ideological education”, which points out that “Full efforts shall be made to build a campus network and make it a major tool to carry forward the mainstream and carry out the ideological and political education..... strengthen the construction of online ideological and political education teams, set up an online ideological and political education system and firmly grasp the initiative of online ideological and political education”[1]. Nowadays, the Internet has been developing at a high speed and everything has been connected with the Internet, which have brought great influence on the ideological concepts and habits of college students. It will be a great challenge for the ideological and political education in colleges, offering a front for the ideological and political education in college as well.

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With the broadest knowledge, the richest political thought and the widest application of network techniques, colleges have become a front where online ideological and political education theories are innovated and developed and the practice of ideological and political education is advanced continuously. The online ideological and political education carriers in colleges are changed continuously as well, from initial red website to ideological and political education forums then to the Easy Class, it develops more quickly than ever and is popular in students. Especially the Easy Class has broken through the one-way transmission mode of traditional ideological and political education, facing such a situation, it is inevitable that some students have their values distorted and even been confused at judgment, therefore, to study the Easy Class and to make use it to promote the online ideological and political education will play a significant role.

## II. BACKGROUND AND ADVANTAGES FOR PROMOTING THE EASY CLASS

### A. Background

Technical and social progress has advanced the development of Internet, and the estimated statistics shows that over 85% students have access to computers, who are highly addicted to Internet. The sound interaction, convenience and sharing of online new media have attracting more and more users from college students. Accordingly how to occupy the online front has become a new topic for college ideological and political education upon college students. At present, with the development of multimedia technologies, traditional college forums, blogs, Renren Network have been far to meet the needs of college students. Facing such a situation, in 2007, some colleges in Shanghai took the lead to innovate the carriers for ideological and political education, raising E-class, an online interactive community, and trials were launched in some colleges and achieved a lot. In 2009, Shanghai Educational Committee gave great regards to the online ideological and political education and started the online

culture construction on the basis of Shanghai Educational Online Culture Development Center. Based on the E-class, it upgraded and rebuilt it and developed a college student online interactive community named Easy Class. From its birth up to 2012, Easy Class has been promoted in colleges in Shanghai and around the country. Currently the Easy Class has been launched in some of colleges in this province; especially the construction of Easy Class has achieved a lot in Fujian Normal University. In 2013, the Instruction for Further Strengthening Network Construction and Management in Colleges released by Ministry of Education pointed out clearly that it needed to strengthen the construction and promotion of Easy Class and make it become a demonstrative community for the online ideological and political education.

### B. Advantages for Promoting Easy Class

Easy Class is an online visual community targeting teachers and students in colleges, which integrates diverse functions such as forum, social network, blog, micoblog, E-mail, network desk, app and so on. Through the platform, everyone may have access to breaking news; teachers and students can communicate with each other, upload photos, write blogs, share learning and life information and participate in campus activities. Compared to traditional campus communities, it has advantages as follows:

1) *Break through tradition with rich contents:* Traditional interactive websites in colleges aim to provide news about colleges, getting little involved in social media, therefore, with the rising of social media such as Microblog and so on, traditional interactive websites have lost attractions to colleges students, declining gradually. However, Easy Class breaks through the limits of traditional interactive websites in colleges, which integrates mainstream applications online such as Microblog, forum, E-mail, photo album and so on, having obvious educational functions. With study database, open class, notes and campus information, it has become a new carrier for online ideological and political education in colleges. In addition, Easy Class can grasp current hot issues and pushes mainstream ideology and values of the era and demonstrative them via diverse forms (audio, video, figures and so on) according to the contents of ideological and political education, and the diverse and visualized contents may stir students' interest to receive the ideological and political education, as a result, the students will form correct world view, outlook of life and values.

2) *Diverse resources and easy to share:* Borrowing the philosophy of currently leading social interactive communities, Easy Class can make it assessed via not only home pages but also mobile clients and so on. Diverse forms of resources can make full use of its functions to integrate breaking news and hot issues to the ideological and political education, which can be processed into textbooks easy for students to receive. All kinds of forms such as interactive platforms, discussion group, topic discussion and

mini-video can be used to instruct students to access the ideological and political education, set socialist core values and stir their patriotic feeling and pride in the nature. Based on diverse resources, the Easy Class has modules such as organization, open courses, topic and interest groups, where students may share what they like which promote the dissemination of ideological and political education among students.

3) *Real name authorization, improved interaction:* Easy Class requires a real name authorization, taking class a basic unit and management, which makes it easy for the website management, lowering the difficulty in information screening, supervision and positioning and reducing ads and spam that can be seen often on general social media[2]. Supervisors may discover any crisis that will occur and instruct the students who are concerned about so as to well manage the consensus. Currently there are a great number of students in colleges, and an instructor or course teacher has to manage hundreds of students, due to the busy teaching affairs, there are less chance for face to face communications between teachers and students. Easy Class provides an online platform for communications between teaches and students through which students may post what they need, instructors or teachers may get what students think timely and dispose problems that may occur, offer relevant instruction and make students access the ideological and political education in daily life so as to make the ideological and political education work well. Second, students may conduct self management, self education and self service, it can train students' abilities of management and improve their enthusiasm to receive the ideological and political education.

Judging from the above, Easy Class owns common characteristics of currently popular communications online, the websites have all kinds of contents, diverse in form, integrating the ideological and political education, teaching and life service. It has caught what students are interested in to attract them, which works on the online ideological and political education in colleges. Yet there are still some problems hidden in the effect which are barriers for its development.

### III. ROLES AND PROBLEMS OF EASY CLASS IN THE ONLINE IDEOLOGICAL AND POLITICAL EDUCATION

This author studies the Easy Class practices in Fujian Normal University, and field survey, questionnaires and so on are conducted to analyze its role in the online ideological and political education as well as potential problems, and main problems are found as follows:

#### A. The Role of Easy Class in the Ideological and Political Education

All of Easy Class practices can enhance the sense of front in the campus online ideological and political education. Compared to previous red websites and topic websites, Easy Class is a carry for online ideological and

political education with an interactive communication platform. The ideological and political educators may post relevant contents through the platform and get students' feedback so as to improve the ideological and political education in content and methods. The platform can cannot only intensify students' enthusiasm to receive the ideological and political education but also make the educators get senses of success and encouraged for work. Second, Easy Class is a platform which integrates the ideological and political education, teaching and life service, and it makes it easy for educators to manage the educational contents and facilitate the work, so that the ideological and political educators will pay more attentions to the online education and devote themselves to the construction of the front for ideological and political education.

Easy Class works well on optimizing the environment of online ideological and political education, enriching the educational contents. This author sets a problem "What is the difference of Easy Class compared to other interactive communities?" in the questionnaire, the feedback shows, 70% students think Easy Class has "sound community environment, healthy and active", 16% think "over-screened, inadequate information", 14 think "knowing little, having no idea", "few functions, too common" and so on. Seen from the above, Easy Class may optimize the online educational environment and offer a community for civilized expression and harmonious communications, through which the ideological and political education is integrated to the community information so as to potentially educate the students in ideology and politics. Second, compared to previous websites of ideological and political education, Easy Class can show the contents of ideological and political education via all kinds of forms. For example, interesting cartoons, posters or topic discussion can be used to show students the same contents via different forms so as to expand the coverage of ideological and political education.

#### *B. The Problems for Easy Class During the Promotion*

Everything cannot be good completely, so is Easy Class. During the questionnaire conducted by this author, as for the "Do you put active eye on the information that is posted in the Easy Class community by the college?", 63% students show "not forcible, pay no attention". In addition, according to the questionnaire "What is your opinion about Easy Class?", main feedback include "it is seriously restricted for class to class information communications", "too official, sense of being spied", "non-friendly interface, scattered operation", "lack of amusement function", "uninteresting" and so on. The Easy Class practices and questionnaires show, during the promotion of Easy Class, there are problems as follows.

The promotion of Easy Class relies excessively on administrative means by colleges that students have senses of contradiction. The original intention of Easy Class is to solve the problems of carriers for the online ideological and political education in colleges, so it unavoidable to rely on the administrative means for promotion in colleges. Some colleges seek for a quick result, forcing students to accept

Easy Class, as a result, most just log on the Easy Class to complete activities required by colleges. Second, due to excessive interference of administrative systems in colleges, students say little at the interactive platform, keeping alter at topic discussions and so on, which weakens the role of Easy Class in the ideological and political education invisibly.

Imperfect construction of Easy Class platform and low-quality man-man interaction is not good. As a newly rising online interactive community, there are still many defects in the module design. For example, the review period is too long after registration, the class-based information can be accessed in the class yet there is no efficient channel for the trans-class information communications; there are almost no amusement functions which fail to attract students.

#### **IV. MEASURES FOR THE HEALTHY DEVELOPMENT FOR EASY CLASS IN THE IDEOLOGICAL AND POLITICAL EDUCATION**

Since its birth in Shanghai, after years of development, Easy Class has been gradually promoted in many colleges and universities across the country, which proves its vitality and significance for existence. In order to speed up the promotion of Easy Class in colleges and universities and keep it going healthily in the online ideological and political education, Easy Class can be optimized from many aspects.

##### *A. Soften the Influence of Administrative in Promoting Easy Class*

Actually administrative means play an active role in promoting Easy Class at the beginning, yet with the promotion going further and further, the existence of administrative means cause students have feelings against the promotion, which do bad to the promotion of Easy Class [3]. Therefore, in order to speed up the promotion of Easy Class and make it grow quickly, we have to soften the interference of administrative means. On the one hand, employ students for self management in Easy Class so as to attract more students; on the other hand, fully dig up characteristics of Easy Class, try best to attract students' hitting points and set a brand.

##### *B. Optimize the Man-Machine Interface and Simplified the Operation*

In order to fully exert the role of Easy Class as a front in the online ideological and political education and attract more students, Easy Class should speed up its construction of website, borrow the mode of current social interactive communities, focus on users, pay attentions to what students want, optimize the man-machine interface, make the interface meet the man-machine interaction and psychology, facilitate the Easy Class operation more easy and quick so as to improve users' experience.

##### *C. Optimize Resource Structure and Expand Information Communication Channels*

With Easy Class used for the online ideological and political education, the information can spread quickly in class which however is vertical but not horizontal,

consequently the convenience of Easy Class is limited as an interactive community and it is hard for students to access Easy Class. Therefore, we must fully exert the roles of teaching affair department, student affair department and publicity department of colleges, enrich and perfect resources in the Easy Class platform, optimize resource structure and well distribute online resources so as to make students enjoy the experience.

#### *D. Combination of Amusement and Education*

In order to attract cyber citizens, a website has to post and renew amusement functions, of course, it is not a complete amusement, but it shall be inclusive of interesting, service and public benefits. Therefore, the promotion of Easy Class shall not be confused at excessive amusement or no amusement, and we must balance the amusement and the ideological and political education. We should set up a website which can attract students through features of its own. The interface and function design shall integrate amusement and education, and popular functions shall be offered such as Microblog, Wechat, forum, info bulletin, message notice and so on so as to provide a sound barrier for the online ideological and political education.

### V. CONCLUSION

Online ideological and political education is an orientation for the ideological and political education in colleges, to set a favorable barrier for the ideological and political education can efficiently promote the development of online ideological and political education. Easy Class is the outcome of online ideological and political education, which can optimize the environment of online ideological and political education and enrich the contents of online ideological and political education, and its successful promotion in the country has proved its vitality. Therefore, the studies on rules of Easy Class in the online ideological and political education can further Easy Class, consolidate the front of online ideological and political education and promote it to be developing well.

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