

# Exploration of Strategies for Ideological and Political Education by Counselors in College and Universities of Xinjiang under the Mobile Internet Environment

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**Abstract** The present paper explores the ideological and political education work of university counselors in Xinjiang under the mobile Internet environment. It elaborates on the significant value of this work in adapting to contemporary development trends, promoting cultural integration, and safeguarding regional stability. The study analyzes various challenges encountered, including difficulties in information screening, limitations in online communication, and insufficient digital literacy. Corresponding countermeasures are proposed with the aim of enhancing the effectiveness of ideological and political education in Xinjiang's higher education institutions, fostering healthy student development, and facilitating regional progress.

**Key words** Mobile Internet, Counselors in colleges and universities, Ideological and political education

## 0 Introduction

Nowadays, information technology is advancing at a rapid pace, with mobile Internet deeply penetrating every aspect of social life. In the field of higher education, this transformation has brought unprecedented impacts. Particularly in the Xinjiang region, universities shoulder the dual responsibilities of cultivating high-quality talents and safeguarding ethnic unity and social stability. As an institution within Xinjiang's higher education system, Xinjiang Hetian College features a relatively unique geographical location and student demographic composition. The increasingly prevalent mobile Internet has provided new platforms and methods for ideological and political education work conducted by university counselors in Xinjiang, while simultaneously presenting them with numerous complex challenges. A meticulous exploration of strategies for ideological and political education work by university counselors in Xinjiang under the mobile Internet environment is not only closely intertwined with the individual growth of students, but also carries profound implications for the long-term stability and security of the Xinjiang region as well as the stable development of the whole nation.

## 1 Significance of ideological and political education work of counselors in college and universities of Xinjiang under the mobile Internet environment

### 1.1 Adapting to the development needs of the times With

the rapid advancement of mobile Internet technology, mobile terminal devices such as smartphones and tablets have become indispensable components of daily life. Contemporary college students represent a generation that has grown up immersed in mobile Internet, witnessing fundamental transformations in their information acquisition channels, social interaction patterns, and learning habits. For university counselors in Xinjiang to effectively conduct ideological and political education work, it is imperative to align with this contemporary trend. Mobile Internet has broken through the temporal and spatial constraints inherent in traditional ideological and political education, enabling educational resources to be conveyed to students with significantly enhanced accessibility.

**1.2 Maintaining regional stability and security** The stability and security of the Xinjiang region are intimately connected to the national overarching development. University students, as the backbone of future society, have ideological trends that directly influence regional stability. While mobile Internet provides students with vast amounts of information, it also carries the potential for dissemination of harmful content. Such information may distort students' values, thereby jeopardizing regional security and stability. Consequently, university counselors in Xinjiang bear a distinctive mission.

## 2 Problems

### 2.1 The complexity of information makes it difficult to screen and affects the accuracy of education

Information circulated through mobile Internet exhibits characteristics of massive volume, rapid dissemination, and unstructured organization. Countless pieces of information emerge daily across networks, among which exists substantial unscreened and unverified content. Students in Xinjiang's colleges and universities are at a critical stage of values formation, yet possess limited social experience and lack the ability to discern right from wrong, making them highly susceptible to manipulation by harmful information.

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**2.2 Lack of depth of online communication affects the educational effect** Mobile Internet has brought convenient ways such as WeChat and instant messaging tools such as QQ to the communication between counselors and students. However, compared with face-to-face communication, online communication still has some shortcomings. Online communication is mostly carried out in the form of text, voice or video, lacking the body language of face-to-face communication, and the transmission of nonverbal information such as facial expressions.

**2.3 Network literacy needs to be improved, and the work is hindered** In the mobile Internet environment, for counselors to effectively carry out ideological and political education work, they must possess substantial digital literacy. This encompasses not only proficiency in network technologies but also the capacity to analyze and evaluate online information, as well as the ability to utilize new media platforms for educational instruction. However, the digital literacy of some university counselors in Xinjiang still falls short of professional requirements. Certain counselors demonstrate inadequate understanding of emerging network technologies and new media tools, coupled with insufficient operational proficiency, thereby failing to fully leverage the advantages of these new technologies and tools in ideological and political education work<sup>[1]</sup>.

### 3 Recommendations

**3.1 Strengthening information management to ensure the accuracy of education** During the dissemination process, information is highly susceptible to various interfering factors, leading to distortion or misinterpretation. Therefore, to ensure the accurate transmission of ideological and political education information, counselors must establish a scientific information screening and management system. First, it is imperative to verify the authority of information sources, prioritizing content released by official media outlets, government departments, and research findings from authoritative academic institutions. Such information generally demonstrates higher credibility, authenticity, and accuracy, thereby providing reliable foundational materials for ideological and political education. Second, counselors must conduct meticulous scrutiny and selection of collected information, systematically eliminating false, harmful, or ideologically incompatible content. Additionally, they should categorize and organize this information according to distinct educational themes and student needs, integrating it into systematic and targeted educational resources.

**3.2 Innovating the online communication mode and deepening the educational effect** The effectiveness of communication is not solely determined by the content of transmitted information, but is also profoundly influenced by the communication methods, atmosphere, and emotional exchange between parties. Within the mobile Internet environment, counselors must update their online communication approaches, cultivate a constructive communication atmosphere, and strengthen emotional resonance with students to achieve profound dialogue. First, counselors should comprehensively utilize various mobile Internet communication tools. Beyond text-based interactions, greater emphasis should be placed on em-

ploying methods such as voice calls and video conferences for student communication. Voice calls and video conferences enable both parties to hear each other's voices and observe facial expressions, thereby enhancing intimacy and authenticity, which facilitates better understanding of mutual emotions and perspectives. Second, counselors must emphasize the design and guidance of communication topics, avoiding overly rigid or formulaic interaction patterns. Initial conversations could focus on subjects of student interest, such as popular films, music, or sporting events, to bridge interpersonal distances. This approach allows gradual transition to ideological and political education topics, enabling students to receive instruction within a relatively relaxed and enjoyable environment<sup>[2]</sup>.

**3.3 Improving network literacy and working methods** In this era of rapid knowledge updates, it is essential for people to continuously learn new knowledge and skills to adapt to the social development and transformation. For college counselors in Xinjiang, optimizing network literacy is an inevitable requirement for them to conform to the ideological and political work in the mobile Internet environment. Universities should attach importance to cultivating counselors' network literacy, formulate systematic training programs, and provide opportunities for counselors to learn and improve. The training content needs to cover various aspects including network technology applications, new media operations, and online public opinion management. Through training, counselors should learn advanced network technologies and new media tools, such as short video creation software and live streaming platform operation techniques, thereby enabling them to proficiently use these tools to create vivid, engaging, and influential ideological and political education materials<sup>[3]</sup>.

**3.4 Expanding the coverage of ideological and political education with the help of multiple platforms** In the era of mobile Internet, with various platforms continuously emerging, this provides substantial space for college counselors in Xinjiang to carry out ideological and political work. Counselors should make good use of these diverse platforms to integrate ideological and political education into students' daily lives and expand the scope of education. Social media platforms such as WeChat public accounts and Weibo, characterized by rapid dissemination and extensive reach, allow counselors to establish their own dedicated public accounts or Weibo profiles. They can regularly push content related to ideological and political education, including articles, images, and videos. This content may encompass analyses of current affairs hotspots, explanations of excellent traditional culture, and positive deeds within the university, utilizing diverse formats to capture students' attention. Furthermore, they can set up discussion topics to encourage students to express their views and engage in discussions, thereby enhancing their participation and sense of identification. Short video platforms like Douyin and Kuaishou, favored by young people for their concise, vivid, and entertaining features, can be leveraged by counselors to create distinctive short video works. They might produce short dramas about ideological and political education, conveying socialist core values through

visualized plot performances; record explanatory videos on ideological and political knowledge using simple language and dynamic methods to help students comprehend profound theories; or showcase wonderful moments from campus cultural activities to foster an optimistic and progressive campus cultural environment. Such short videos not only attract students' attention but also achieve the goals of ideological and political education in a pleasant atmosphere.

**3.5 Paying attention to students' network dynamics and carrying out psychological counseling in time** Under the mobile Internet environment, students' online behaviors reflect their ideological dynamics and psychological states. College counselors in Xinjiang need to monitor students' online activities, promptly detect potential issues that students might face, and provide them with effective psychological guidance. Counselors can follow students' social media accounts and participate in their online discussions to understand their online expressions and behaviors. If they notice students posting negative or pessimistic information, counselors should promptly contact those students to uncover their genuine thoughts and encountered difficulties. For instance, some students might complain on social platforms about heavy academic workloads or strained interpersonal relationships. In such cases, counselors can send private messages to express concern and empathy, then guide students to adopt appropriate attitudes toward these issues while offering practical solutions and advice. Additionally, counselors should leverage the advantages of mobile Internet to develop online psychological counseling services. This includes creating dedicated psychological consultation WeChat or QQ groups and inviting professional counselors to provide students with timely and accessible support. Students can anonymously share their problems and confusions in these groups, receiving psychological support and guidance collaboratively from both professional counselors and academic advisors.

**3.6 Strengthening family-school cooperation and building a synergistic effect in ideological and political education** Family is a crucial environment for students' growth. Under the mobile Internet environment, strengthening family-school cooperation is essential for college counselors in Xinjiang to carry out ideological and political work. Counselors can utilize mobile Internet tools to build bridges for family-school communication and consolidate the strength of ideological and political education. By creating WeChat or QQ groups for parents, counselors can promptly inform parents about students' academic performance, daily life at school—including grades, award achievements, participation in activities, *etc.*—thereby helping parents understand their children's school performance and enhancing their trust and support for school education. Counselors can also learn about students' family situations from parents, such as family atmosphere, parent-child relationships, and student preferences, thereby comprehensively grasping students' growth backgrounds and providing a basis for targeted ideological and political education. Besides, counselors can regularly organize online parent-teacher meetings to explain the school's ideological and political education

plans to parents and solicit their opinions and suggestions. During these meetings, parents may be invited to share family education experiences, allowing collaborative discussions on how to cultivate students' good moral character and behavioral habits. Through online parent-teacher meetings, communication and cooperation between families and schools can be enhanced, achieving educational consensus. The mobile Internet presents both new opportunities and challenges for ideological and political work among college counselors in Xinjiang. Counselors must fully leverage the advantages of mobile Internet, continuously update working methods and approaches, strengthen information management, innovate communication methods, optimize network literacy, utilize diverse platforms, monitor student conditions, prioritize family-school collaboration, and thereby substantially improve the effectiveness of ideological and political work. This contributes to cultivating socialist builders and successors who have high quality of moral, intellectual, physical, aesthetics and labor education.

## 4 Conclusions

The mobile Internet era presents new opportunities and challenges for ideological and political work among college counselors in Xinjiang. It is imperative to deeply recognize the significant value of ideological and political work in aligning with the demands of the times, promoting cultural integration, and safeguarding regional stability. Beside, it is necessary to objectively address difficulties such as the complexity of information filtering, limitations in online communication, and insufficient network literacy. Proactive measures must be adopted, including strengthening information management, updating communication methods, and optimizing network literacy. Through these efforts, counselors in Xinjiang can better leverage the advantages of mobile Internet to enhance the effectiveness and targeted nature of ideological and political work. Counselors at Xinjiang Hetian College and other institutions in Xinjiang should continuously investigate and implement these approaches, ensuring alignment with the times and maximizing the positive role of mobile Internet in ideological and political education. This will contribute to shaping socialist builders and successors with comprehensive development in morality, intellect, physique, aesthetics, and labor skills, while also safeguarding the enduring stability of Xinjiang and the prosperity of the nation.

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