

# Chapter 81

## Research on Ideological and Political Education of College Students in Mobile Phone Environment

He Xiao

**Abstract** The cell phone as a “fifth media” with its information and e-commerce is being used by individual and social enterprises. For the community enters into the E era, the phone provides a cost-effective, low-cost mobile application platform and provides a convenient and flexible two-way channels of communication between people. College students as an important group to use mobile phone, mobile phone brings college students convenience, but also brings more challenges to the university education. How to make full use of mobile phones to better serve the ideological and political education, we need to consider the problem. This chapter is based on the characteristics of mobile environment, makes field research on college students’ use of the phone, and conducts descriptive statistical analysis of college students sending SMS usage and the main reason for using the phone’s content, etc., in order to find a more reasonable and effective way to strengthen ideological and political education and to pioneer the application of mobile phones in the new field of ideological and political education.

**Keywords** Descriptive statistical analysis • Phone environment • Ideological and political education • The fifth media

### 81.1 Introduction

The mobile phone as a new media gradually gains widespread use among college students, and the phone has been used by college students to the pursuit of fashion consumption. Phone as a product of rapid social development, technological progress, full-featured, in various forms, compact, easy to carry, and other features brings convenience to people’s lives, facilitates communication between people, and provides information access and stylish pursuit and so on. But everything is

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H. Xiao (✉)

Department of Social Sciences, Xinxiang University, Xinxiang 453000, China  
e-mail: hexiao\_xxc@163.com

double-sided, and it also gave rise to the troubled convenience, such as the existence of spam messages, telephone harassment, fraud, etc. It also brought more big challenge to the ideological and political education of college students [1, 2]. Students in the classroom answering the call and sending text messages to interfere with the normal classroom, but also reduces the quality of the classroom, while the mobile phone entertainment features are strengthened, but also caused college students to spend a lot of time in this. Image processing (image processing) is the analysis of the image by the computer to achieve desired results. Usually image processing refers to the digital image processing, and digital image is defined as to use images got by digital cameras, video cameras, scanners. Through sampling and digital what we get is a two dimensional array, and the array of each element called pixel; its value is an integer, called the grey value. Image processing technology includes image compression, description, and recognition, strengthen and recovery. Image restoration, image segmentation, digital image, image coding, image enhancement, and image analysis are common ways to do it. The image of the transformation between is the key to emphasize the image processing. Although people commonly use image processing to mean all kinds of image technology, narrow sense of image processing means to meet the image processing and improve image visual effect, and for automatic identification or to do image compression to reduce the storage space required or transmission access, transfer of time requirements.

So how to take full advantage of the phone to be better used in the ideological and political education, making the ideological and political education better, more convenient and easier means of communication is very important [3].

## 81.2 Research Methods

In this chapter, a questionnaire survey is conducted in Wuhan University with 1,500 questionnaires, and 1,300 valid questionnaires were recovered, while the efficiency reached 86.7 % [4]. In this chapter, there is a descriptive statistical analysis of research data to understand the students using mobile phones as well as the usage of college students using mobile phones to analyze and explore the full application of the phone in ideological and political education. Students basically cannot leave the phone, so how to make it fully play its role will be worthy of our deep thinking.

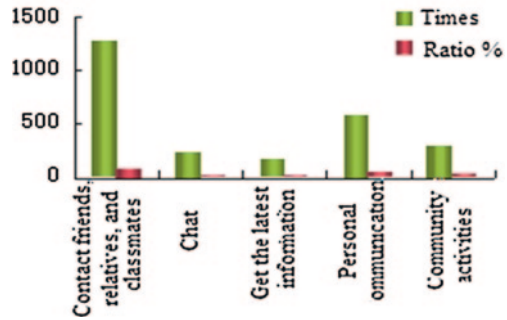
## 81.3 Data Analysis

According to the research result showing in Table 81.1 and Fig. 81.1, we can see clearly that the main use of college students sending SMS is still the contact friends and classmates, which accounted for 84 % of the proportion, and the

**Table 81.1** Purpose of students sending SMS (multiple choices)

Purpose	Times	Ratio %
Contact friends, relatives, and classmates	1,273	84
Chat	236	10.5
Get the latest information	165	9.8
Personal communication	578	33.6
Community activities	300	21.2

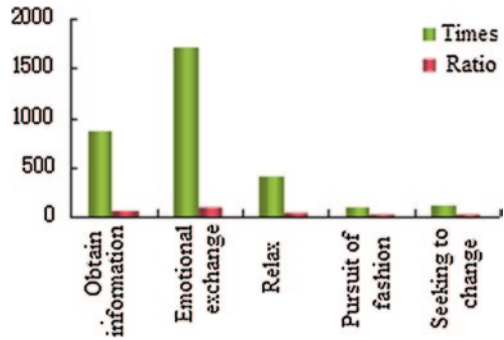
**Fig. 81.1** Purpose of students sending SMS



second is interpersonal communication, accounting for 33.6 %; ranking the third is community activities needs, accounting for 21.2 % of the proportion, which fully shows that college students have part of the phone for personal ability enhance; chat uses accounted for 10.5 %, while access to the latest information, the smallest proportion was only 9.8 % less than the proportion of small talk [5]. Common image processing software is very extensive, Adobe Photoshop is a top image processing software in terms of name recognition and utilization rate. Image processing software has to be fast, efficient and will be in accordance with established image requirements of processing, also can get very good effect. But the software must have a foundation to use, if not after learning they still can't image processing. Other requirements of the image processing is for professionals to complete, so to set up a simple, easy, easy to operate and able to adjust the function of image processing simulation technology is very necessary. By using the virtual instrument technology, based on image processing Lab VIEW software simulation system establishment, we can complete the simple processing of image, human interface, simple and quickness, and can meet the needs of the people. This fully shows that college students still do not realize the importance of mobile phones, or using the phone in the entertainment point of view, which did not give full play to the information value of the mobile phone.

Mobile phones can now realize communication at anytime and in anywhere, but it is efficient for the latest information and the quickest way, so we should fully take advantage of it and the college students should give full play to the

**Fig. 81.2** The main reason for students sending SMS



**Table 81.2** The main reason for students sending SMS (multiple choices)

Purpose	Times	Ratio
Obtain information	855	39.6
Emotional exchange	1,703	80.4
Relax	400	20.3
Pursuit of fashion	89	3.4
Seeking to change	103	5.7

function of communication at anytime and anywhere to get the latest information and to fully grasp the limited time to enhance their own knowledge and skills and improve themselves.

It can be seen from Fig. 81.2 and Table 81.2 that the main reason for college students sending SMS is the emotional exchange, accounting for 80.4 %, followed is to obtain information, accounting for 39.6 %, the third main reason is to relax, whose proportion reached 20.3 %. Seeking to change accounts for 5.7 %, and the pursuit of fashion accounts for only 3.4 %; these two accounted for a total of not more than 10 % [6]. It also reflects the students send SMS is mainly for the exchange of feelings, to obtain information and to relax.

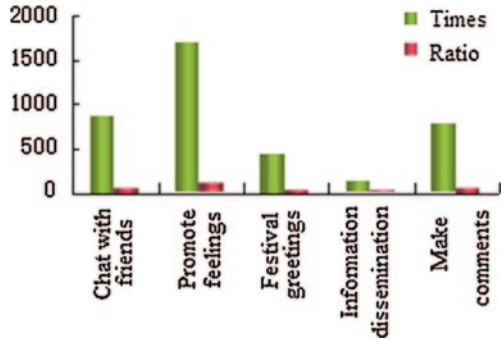
Figure 81.2 shows the second main reason is that the college students to send SMS in order to obtain information, but we have learned that college students sending SMS to obtain the latest information only accounting for the minimum shown in Fig. 81.1, which means college students using mobile phones in the first place and real purpose does not match: it was originally used to get information, but they are still concerned about small chat, emotional communication, as well as entertainment, but ignored the main purpose of the latest information. So we need to guide college students on this and fully make the use of mobile phones to guide students to obtain the latest information. They need to understand the real-time dynamic, and at the same time, continue to strengthen contact with the outside world, make themselves more on pace with the times, and get ready to learn to master and learn.

From Table 81.3 and Fig. 81.3, we know that the most important reason for students using the phone is to promote good feeling, accounting for 78 %. Secondly, chat with friends, accounted for 40.1 %; once again make comments accounting

**Table 81.3** Contents of students using the phone

Purpose	Times	Ratio
Chat with friends	865	40.1
Promote feelings	1,683	78
Festival greetings	434	18
Information dissemination	120	9.8
Make comments	786	36.7

**Fig. 81.3** Students using cell phone



for 36.7 %. The blessing of the festival is also only 18 %; the lowest proportion is dissemination of information, only 9.8 %. This fully shows that the students using phone in information dissemination and access is a serious lack. They do not strengthen access to information, and they don't have awareness of dissemination, and do not take full advantage of the cell phone for access to the latest news and information.

From the above Figs. 81.1, 81.2 and 81.3, it is clear that students use phone for very little new access and dissemination, and this is also not being utilized efficiently and give the biggest role of the mobile phone; they just use them as the most general function. In this simulation system design, first find the need for processing image, and then begin as users to choose to deal with the designated pictures, and display in the front panel, then image processing the images chosen and the realization of the images before and after at the same time, and finally complete processing and exit system [7]. The software operation though is not complex, the data acquisition is real-time; image processing speed is faster; the computer's memory demand is relatively high, so in programming to arrange the control calls and executing order is very important. In the program using a theory is very necessary, and its the only way to ensure continued operation of the program, and then in the internal we can call other procedures, but we had better use sequence structure, so that the operation of the simulation system can be efficient and fast. In the image processing, you will have to put the image into an easy-to-find computer hard drive or mobile storage equipment, and then operate

simulation system by inputting user password according to the instructions to enter the interface, and then locate the objects according to the system interface hints. By this time the image in the original images will be displayed in the window; process according to the contrast and adjustment tool of brightness; make sure the image post-processing will go for real-time display. If there is need to save it, choose the save path and saved it. Finally quit the system and complete the operation. Therefore, we should strengthen the guidance of college students, play out the anytime and anywhere activity of news and information function of the phone. And at the same time, make the ideological and political education of college students run through them, being guided correctly, and making college students to enhance time management for efficient learning, improve themselves. While knowing domestic and international current affairs, they can have access to interested professional knowledge, enhance their professional knowledge, and actively develop their own hobbies, give full and effective use of their own time, not waste their time, enhance learning, improve themselves and enhance individual accomplishment, in order to become the all-round talents required by the society.

## 81.4 Conclusion

From researches in this paper, we can see that in modern society, college students using mobile phones are generally for the most basic emotional need to communicate, essentially for gossip and judgment, etc., which did not really play the phone's functions. The ideological and political education not only is limited to classroom teaching, should really go deep into college students daily life communication, and give full play to the advantages of mobile phones, or the latest campus dynamic by group sending SMS, and in other forms, so that we have real-time attention to the dynamic, real-time understanding of the information, and also fully aware of the real use of mobile phones, to increase the propaganda of the phone on the ideological and political education, and guide people in understanding the formation of mobile phones to promote the moral quality of university students as well as good social behavior, and emphasizing its important role in the shaping of human accomplishment, to make real the phone carrying the mission of human civilization, and the phone as a rational and efficient carrier of spreading civilization and shaping moral character.

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