

The Constructing of Mobile Internet-Based Ideological and Political Education of University Students Based on the Idea of U-Learning

WANG Huamin^{[a],[b]*}; XIANG Yusen^[c]

^[a]Professor, Doctor, Master Tutor, Faculty of Education, the Research Center of Children's Organizational and Ideological Development, Southwest University, Chongqing, China.

^[b]Research Center of Marxist's Theory, Southwest University, Chongqing, China.

^[c]Postgraduate, Institute of Marxism, Southwest University, Chongqing, China.

*Corresponding author.

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Abstract

As a type of educational concept, u-learning has gradually stepped from theory to practice relying on the continuous development of modern educational technology. While mobile Internet has provided a good opportunity to implant the idea of u-learning into the ideological and political education of university students, universities should be vigorously constructing the mobile Internet-based ideological and political education of university students, breaking through the restrictions of time and space of the traditional educational pattern, thus realizing an ubiquitous ideological and political education of university students.

Key words: U-learning; Mobile internet; Ideological and political education; University students

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INTRODUCTION

In the environment of mobile Internet, the learning style has changed from traditional classroom learning to e-learning, and eventually, u-learning. During this process, profound changes have taken place in teaching ideas and patterns, while u-learning has gradually become the center of educational research and attention. Since ideological and political education is responsible for students' moral cultivation, universities should abide by students' learning traits and patterns to promote the transformation of educational patterns, and to organically combine the unique advantages of mobile Internet with the idea of u-learning, thus constructing the mobile Internet-based ideological and political education of university students.

1. BACKGROUND ANALYSIS OF IMPLANTING THE IDEA OF U-LEARNING INTO THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENTS

The earliest description of u-learning can be traced back to as early as Song dynasty, when Zhu Xi brought up that "studying anything, anytime and anywhere is the key to success." His opinion shed light on the importance of study by any means, at any time and at any place. The modern notion of u-learning derived from "ubiquitous computing"—An idea brought up by Mark Weiser after reexamining computers and network application, which means a way of computing at any location and anytime. U-learning means

a future learning style in the environment of u-computing, a way by which anyone can get the needed information at anywhere and anytime, and a 3A (Anywhere, Anytime, Anydevice) learning which can provide students a technological instrument that can be acquired anywhere and anytime to study. (Xu & Chen, 2007)

The most significant feature of u-learning is ubiquitousness and situation-awareness. Ubiquitousness means the learning is superficially intangible but is actually mingled in everyday life everywhere, and people can hardly recognize its existence. While situation-awareness means it is feasible to collect situational and instrumental information around the learner and provide them situation-related learning activities and content. Implanting the idea of u-learning into the ideological and political education of university students is an emergency choice to adapt the changes in educational object, environment and methods, and the internal needs to promote the realization of educational goal.

a) Changes in educational object bring up the current needs for u-learning. Analyzing and griping on the behavioral characteristics and demanding psychology of educational objects is the premise and foundation of effectively carrying out the ideological and political education of university students.

The fast-changing social development and environmental changes have given university students born after the 90s a strong appeal for innovation. They crave for revolution and self-realization, glowing with strong modern spirit. In the constructing of learning style, modern university students want more understanding and respect, they have a strong participation willingness and sense of independence, and they are eager to express themselves and are averse to other's preaching. (Ideological and Political Work Department, para. 2, 2011, p.60)

Based on the new changes in educational objects, the ideological and political education of university students is faced with much severer tests and more arduous tasks. Universities are in urgent need to innovate the ways of the ideological and political education of university students, to expand the spatial and temporal coverage of the education, to solve students' knowledge problem and guide them spiritually anytime and anywhere, to insert the ideological and political education into every time and space joint in their study, life and work, thus helping them set up a correct outlook of world, life and value.

b) Improvement of educational technology set the technological support for u-learning. Early educational technology mainly includes audio and video techniques. Since the middle and later of the 1980s, computer network technology (CNT) has been gradually applied in the area of education, which brought revolutionary changes in the methods of the ideological and political education. However, the function of CNT was restricted by the subjective wishes of the educator and media literacy, therefore the application of educational instrument and development of learning function was not able to be organically unified. Nowadays, with the arrival of mobile Internet era, people's existing way has been altered, and u-learning now has a solid technological support. Besides the advantages of other educational technology, mobile Internet can also give play to the educational object's

subjective initiative, convert the passive receiving of initiative selecting, enhance the temporal and spatial flexibility of learning and fill the blanks of college time with fragmentize learning.

c) The transformations of educational pattern established the growing environment for u-learning. Educational pattern means the ways and methods by which the students are able to reach the best learning state. In recent years, owing to the rapid development of emerging technology like cloud computing and mobile Internet, mobile learning pattern has achieved successful practice in commercial uses and has been rapidly promoted in universities. Compared with developed countries in the West, China has had a late start in mobile learning. However, considerable progress has been made after more than a decade's development. In 2012, "cloud education"—the first application platform of educational cloud computing in China was established. MOOCS has attracted more and more attention in China, and famous universities in China are gathering high quality educational resources to form a "sharing alliance of online courses". The effective promotion of u-learning cannot do without corresponding educational pattern innovation. The initial attempts of emerging educational patterns like mobile learning and MOOCS in commercial uses and university education have provided valuable experiential references for ideological and political education of university students to, based on a new educational pattern of learning for anyone at anytime and anywhere, establish a favorable environment for the rapid growth of u-learning.

d) The requirements of educational goal lead the developmental direction of u-learning. The fundamental objective of ideological and political education is to improve people's ideological and ethical standards, advance human free and all-round development, cultivate and train qualified constructor and reliable successor for the cause of socialism with Chinese characteristics. In the complicated background of market economy's negative effects and multi-values, university students, in the confused phase of finding values, are very susceptible to unhealthy social values and ideas. And the school education's power of positive guiding is partially degraded and the all-round development of some students becomes somewhat abnormal, which makes them "dangerous cargo" that has ability but no principle. U-learning advocates the idea of stepping out the campus, infusing education into life, learners unconsciously accepting the correct ideological guidance, organically combining on-campus and off-campus education, and dominant and recessive education functioning together. Constructing an overall and systematic system of ideological and political education can effectively resist the false influence of unhealthy social ideology on university students and help them make the correct value judgment and choices, thus advocating their free and all-round development.

2. MOBILE INTERNET PROVIDES VAST ROOM FOR THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENTS TO TRANSFORM THE IDEA OF U-LEARNING INTO PRACTICE

Mobile Internet means that

mobile communication terminal are integrated with Internet so that through 2G, 3G (WCDMA, CDMA2000, TD, SCDMA) or other high-rate mobile network like WLAN, people can use telephones, PAD or other wireless terminal devices, while moving (e.g. in a subway or on a bus), to log on the Internet to get information, business, entertainment and other kinds of network services at anytime and anywhere. (Liang, 2013)

Mobile Internet is the extension and development of traditional fixed network and it has features like mobility, convenience and interactivity. With the rapid arrival of 4G era, its advantages are particularly highlighted, providing vast room for the ideological and political education for university students to transform the idea of u-learning into practice.

2.1 Mobile Time-Space Environment Strengthens Learning Flexibility

University students have strong sense of innovation and relatively better receptivity of new things and mobile Internet are fully infiltrated into university students group, thus gradually making mobile life a normal. In order to provide students with a convenient access to share on-campus network resources, most universities have speeded up the infrastructure construction of on-campus wireless network. Public locations like classrooms, dormitories and libraries are gradually being covered with WIFI hotspot. Meanwhile, with more convenient usage experiences and potential big data in the cloud, the constantly appearing wearable devices like smart watches and smart glasses are opening up a brand new era of mobile Internet. For a long period of time, the ideological and political education of university students mainly took forms of traditional classroom and fixed network, which greatly restricted the learning time-space of educational object. Compared with fixed network, mobility is the biggest advantage of mobile network, with mobile terminals being small and handy, mobile network covering rapidly and mobile information easy to get. The comparative advantages of u-learning have objectively solved the actual difficulties facing the current ideological and political education of university students and expanded the learning time-space for university students, while mobile Internet has constructed an ideal platform for its transformation to practice. Universities must effectively utilize the advantage of mobile Internet's mobile time-space environment and accelerate the promotion of the fragmentation and flexibility of learning time-space of ideological and political education of university students.

2.2 The Blending of Life and Study Adds to the Situationality of Learning

Study and life should be blended with each other. Life without study is sightless, aimless and low, while education without life is rootless, fragile and lifeless. With the coming of mobile Internet, university students have entered a new space where the pattern of study and life being isolated from each other is changed, portable terminals have made fragmentized learning possible and life and study could be seamless connected. Mobile Internet has not only built a new learning platform for university students, but also provided a new learning situation for them. Learning needs under stimuli of certain situation will contribute to enhancing learner's learning desire, promoting the transformation from passive learning to spontaneous learning, seizing the source of knowledge and reinforcing learning effect through firsthand experience and solving practical problems. Learning needs exist anytime and anywhere in university students' mobile life, and various information resources unconsciously stimulate their inquisitive thirst for knowledge, rendering their desire to grasp the truth and overview of a problem. The fragmentized learning pattern of mobile Internet realized the seamless connection between study and life, which are helpful for the students deepen their social mainstream value through self-demanding and practical perceiving.

2.3 Instant Message Transferring Promotes Learning Interactivity

Mobile Internet differs from traditional information media like radio broadcast, newspaper, television in that the owner of a mobile terminal serves as an information receiver as well as an information sender, who can independently select, or even personally customize the information they need. Mobile Internet also differs from fixed network in transferring information for it breaks limits of time, region and devices, truly realizing the synchronization of receivers and information. In order to firmly root the idea of u-learning into the ideological and political education of university students, it is imperative to fully respect the dominant role of the educational object, to change the traditional teacher-dominated, content-centered educational pattern where information is unidirectional transmitted, and to build a coordinated and sharing learning pattern which is driven by students' needs. In the era of mobile Internet, "the core relationship between teachers and students has changed from a pure teaching relationship to a new complex of reaching relationship, interpersonal relationship and social relationship." (Lin, 2012) Learners are able to use mobile terminals to interact synchronously or asynchronously with specialists, teacher or learning partners online about knowledge and emotions anytime and anywhere to clear their doubts and reinforce their understanding of matters. And educators are able to, through instant information

exchange, collect basic information of students, understand their ideological characteristics and trend and their political conditions, and thus timely educate and guide them based on their focus issues.

3. CONSTRUCT MOBILE INTERNET-BASED IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY STUDENTS USING THE IDEA OF U-LEARNING

Mobile Internet has provided a favorable external condition for applying the idea of u-learning to the ideological and political education of university students. Since learning style and educational pattern are organically unified, the reforming of learning style will invariably bring innovation to educational pattern synchronously. Universities should take mobile Internet as a chance for innovation to satisfy various learning needs of the students and to provide them with education, management and service anytime and anywhere.

3.1 Constructing Mobile Internet-Based Ideological and Political Theory Education of University Students

Ideological and political theory course is the main route of the ideological and political education of university students, and it carries a significant mission of promoting classical Marxism theory and Marxism with Chinese characteristics into textbooks, classrooms and the head of the students. Constructing ideological and political theory education of university students is conducive to optimizing educational methods and truly giving full play to the educational function of the main route of ideological and political theory education.

3.1.1 Innovate the Presentation of the Content of Mobile Internet-Based Ideological and Political Theory Education

Only when university students are able and willing to use mobile Internet as a learning instrument for ideological and political education can there be room for the growth of u-learning and the possibility to transfer the idea of u-learning into practice. Mobile Internet-based ideological and political theory education should take university students at the center, pay close attention to their ideological and behavioral characteristics, focus on the combination of sensitivity and education and adapt to their real emotions and psychological reactions. First of all, adapt to the mainstream terminal and enhance the layout designing, thus promoting the organization of the content of ideological and political theory education. The cooperation between universities and companies should be strengthened to carry out layout designing of content of ideological and political theory education according to the mainstream terminals of the students, making

sure the educational content is presented in a clearer and more organized manner. Second, perfect the intelligent recommendation based on data analysis to promote the individualization of the content of ideological and political theory education. Universities should actively bring in existed technology to synthetically analyze students' reading interest and trend, thus customizing a personal learning repository and giving positive guidance to those who have made incorrect choices in selecting information. Finally, focus on the receivers' experiences and deepen the combination of study and entertainment, thus promoting the diversification of the content of ideological and political theory education. Universities should coordinate the direct expressing means like pictures, video and audio to infuse the social mainstream value into the easy and lively recreation and entertainment information.

3.1.2 Innovate the Educational Methods of Ideological and Political Theory Education

Firstly, build a "micro classroom" for the mobile learning of ideological and political education. Micro classroom is a new learning style where mobile terminals are used as carrier, and the teacher can upload micro courseware in due time so that the students can start to course learning anytime and anywhere. "Micro classroom" of mobile learning, based on mobile Internet, starts from micro things, uses micro courseware and infuses ideological and political theory education into micro terminals, which fully utilizes university students' fragmented micro time-space. Secondly, perfect the visiting to the mobile library of ideological and political theory education. Mobile library, based on the function of mobile terminals like telephone and PAD, receives library services in a wireless way, which can help university students exchange information resources with the library in time. It is the extension of the traditional library functions and has the relative advantages of mobility, portability, promptness, etc.. In order to establish and perfect the mobile library of ideological and political theory education, it is required to complete the reserve of disciplinary learning materials, clear and simplify the access routine and promote the popularization of learning style innovation. The mobile Internet-based innovation of the educational methods of ideological and political theory education is a successful example of combining the flexible and open learning pattern, which the idea of u-learning proposes, with modern educational technology, and is bound to be the innovative choice to improve the effectiveness of university ideological and political education in the future.

3.2 Construct Mobile Internet-Based Daily Ideological and Political Education of University Students

Daily ideological and political education is the main territory of ideological and political education of university students. Therefore, universities should

take the initiative to hold the new territory of mobile Internet-based ideological and political education, form a working system of mobile Internet-based ideological and political education, and speed up the modernization, technicalization and facilitation of daily ideological and political education of university students.

3.2.1 Establish a Mobile Internet-Based Student Management Platform

The application of the idea of u-learning in universities needs not only the synchronous follow-up of u-teaching, but also the strong push of u-managing. In the background of changing object and idea of management, the limitations and shortcomings of traditional student management pattern has been gradually exposed, while the mobile Internet-based student management can effectively fix those shortcomings with its interactivity, openness and initiative being effective supplements to traditional management pattern. Universities should actively establish mobile Internet-based student management platform like class blog, We Chat group, provide educator with scientific and reasonable u-teaching plan, improve the pertinence of university students' u-learning, promote the organic combination of management, education and learning, thus deepening the infusion of u-learning idea in the whole process of the ideological and political education of university students, and integrate daily work like dormitory management, comprehensive assessment and work-study program into mobile Internet, provide students with considerate service anytime and anywhere, improve the effectiveness of the ideological and political education of university students with innovation in management style and accelerate the building of u-learning platform with educational effectiveness.

3.2.2 Perfect the Information Service System of Mobile Internet

In the environment of u-learning, students can study in various ways in various spaces according to their needs, i.e. all actual space can become learning space. However,

in order for the learning space to extend, a compatible information service system needs to be established to make sure learners can get the needed information anytime and anywhere. New mobile application (APP) like Micro Blog, We Chat, micro grid, two-dimensional code can spread information with high speed, vast coverage, strong penetrability, and their functions are continuously expanding. More and more university students are using portable terminals to do information searching, receiving, spreading and exchanging. Universities should consider the condition of students' informational needs and characteristics of their daily ideological and political work, focus on the development of the potential functions of mobile Internet information service and timely bring in new information service APP of mobile Internet, thus building a multi-layered, full-range and creative information service system of mobile Internet. In order to complete the system, it is feasible to focus on using instant communication APP like Micro Blog, We Chat and QQ to release information about lectures, trainings, club activities, employment, etc. Besides, a new visiting access of two-dimensional code can also be set up so that university students can easily scan those codes with their mobile terminals to get campus information.

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