

Led by PDCA Mode: a Review of Ideological Guidance Strategies and Effects on Online Public Opinion of Vocational College Students

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Abstract:

As intelligent media becomes more prevalent, students have more opportunities to express their views through various social platforms. The phenomenon of online public opinion among vocational college students has become increasingly prominent. How to effectively guide and manage online public opinion has become a key task in ideological work at universities. This paper reviews recent research on online public opinion among vocational college students, exploring its impact on students values and strategies for guiding it, particularly the application based on PDCA cycle management theory. Research shows that the formation and dissemination of online public opinion are influenced by multiple factors.

Keywords:

Intelligent Media Era, Vocational College Students, Online Public Opinion Guidance, Values

1. Introduction

In vocational colleges, the formation and dissemination of online public opinion are influenced by various factors, especially in the era of intelligent media, where the methods and speed of information dissemination have undergone fundamental changes. According to research, the advent of intelligent media has led to an intelligent upgrade in information dissemination models, significantly improving the efficiency of information production and distribution. This transformation not only facilitates the reception and expression of information among faculty and students but also profoundly alters their cognitive patterns and behavioral tendencies, thereby presenting new challenges for the governance of public opinion in higher education institutions [1].

2. In the Era of Intellectual Media, Online Public Opinion on the Values of College Students

2.1. Formation and dissemination of online public opinion in the era of intelligent media

The online public opinion of vocational college students often exhibits suddenness and rapid dissemination. Due to the diversification of information channels, public opinion can spread quickly within a short time, forming significant influence. Many students exhibit irrational behavior when posting personal views on integrated media platforms, especially when dealing with sensitive or negative information. If such information is not properly handled, it can easily lead to the escalation of public opinion, thereby damaging the schools reputation [2].

In the era of intelligent media, vocational colleges must attach great importance to the handling and management of public opinion information to maintain the credibility and reputation of the school. The red culture education in the age of intelligent media also faces challenges such as cognitive narrowing caused by precise information delivery and fragmented communication methods. These factors require universities to focus on three key points—attraction, judgment, and consensus—to address the complexity and variability of public opinion formation [2]. At the same time, since the new era, online public opinion guidance has entered a strategic opportunity period characterized by “a human-machine coexisting public opinion environment, media convergence in communication models, and algorithmic recommendation distribution mechanisms.” Although some achievements have been made, it still faces multiple constraints. This requires universities to comprehensively consider various influences in online public opinion guidance to enhance their guiding power [3].

The formation mechanism of online public opinion among vocational college students is complex, and the characteristics of communication are suddenness and rapidity. Universities need to establish an effective public opinion management mechanism, enhance students media literacy, so as to improve their ability to deal with public opinion, so as to create a healthy and harmonious online public opinion environment [1][3].

2.2. The influence of online public opinion on the ideology of vocational college students

In the context of rapid information development, online public opinion among vocational college students has become increasingly prominent. With the widespread use of smart media, students have more opportunities to express their views through various social platforms. This not only provides them with space for free expression but also brings potential risks and challenges. Especially among the post-00s generation, the formation of internet usage habits and sensitivity to information have significantly increased the frequency and impact of online public opinion. Some students exhibit irrational behavior when expressing opinions, potentially posting sensitive or negative information. If these behaviors are not properly addressed, they can easily trigger public opinion incidents, adversely affecting the schools reputation and credibility [4].

As the Internet and ideology become more deeply intertwined, universities face new risks such as the fermentation of online public opinion, hidden concerns about internet

trends, and the erosion of authoritative discourse. In this context, how to effectively guide and manage online public opinion has become an important task in ideological work at universities. Universities should strive to achieve unity in leadership, discourse power, and management authority to address the challenges posed by public opinion. In the era of all-media, university network public opinion guidance plays an important role in information transmission, value guidance and cultural inheritance. Maintaining the ideological security of university network is a practical need to consolidate and strengthen China's mainstream ideology [5].

The mechanisms of online public opinion dissemination and the participants are also continuously evolving. The era of intelligent media has brought new risks such as the fermentation of public sentiment and hidden concerns about online ideologies, which existing theoretical frameworks have not fully adapted to, thereby limiting the effectiveness of public opinion guidance [6]. Current theoretical frameworks often emphasize macro-level policy guidance while inadequately considering individual behaviors and psychological motivations at the micro level, making it difficult for public opinion guidance strategies to be effectively implemented in practice.

Although research has made certain achievements in the generation logic and development characteristics of online public opinion guidance, it lacks in-depth analysis of constraining factors. This deficiency makes it difficult for researchers to grasp the overall, systematic, and collaborative nature of online public opinion guidance [7]. In the intelligent media environment, the complexity of public opinion guidance requires researchers to have a more comprehensive theoretical framework to better understand and address multidimensional challenges in reality.

The positive psychological qualities of ideological and political education teachers play a crucial role in guiding students' values, a viewpoint that has not been adequately explored in the study of online public opinion guidance. Teachers need to strengthen their primary responsibility for nurturing students, maintain consistency between words and actions, and organically combine value guidance, knowledge transmission, and character cultivation to enhance students' sense of identity and participation. The absence of this content further highlights the inadequacies of existing theoretical frameworks in practical application [6].

The existing theoretical framework has also failed to effectively integrate the impact of emerging technologies. The implementation of ideological and political education in courses can enhance students' sense of identity and participation through new educational models, but this has not been fully applied or discussed in online public opinion guidance. Future research needs to focus more on innovating theoretical frameworks, especially in the interaction between intelligent media and ideological guidance.

In summary, the current state of online public opinion among vocational college students not only influences the formation of personal values but also imposes new requirements on ideological guidance. By analyzing the characteristics of college public opinion in the era of intelligent media, especially the rapid spread, diverse content, and broad impact of online public opinion, it is evident that universities must enhance their ability to manage public opinion and improve the effectiveness of public opinion guidance to ensure a harmonious and stable campus environment. Furthermore, the study also found that leveraging new technologies such as big data and artificial intelligence to enhance students' media literacy and ability to discern public opinion is particularly important for building a healthy public discourse.

environment. Based on the rapid development of emerging digital technologies such as 5G, big data, cloud computing, block chain and artificial intelligence, universities should seize the opportunity of intelligent media integration, innovate communication methods and improve communication capabilities, so as to maintain campus safety and stability and firmly grasp the leadership of ideology.

3. The Application of PDCA Cycle Theory in Online Public Opinion

The PDCA cycle management theory, which stands for Plan (P), Do (D), Check (C), and Act (A), is a continuous improvement management philosophy widely applied across various fields, including educational administration and public opinion management. Through the continuous iteration of the PDCA cycle, universities can scientifically and systematically plan student management activities, ensuring the effective implementation of all measures. The application of this theory helps universities promptly identify and address issues, thereby achieving a continuous improvement management mechanism[7][8].

In the online public opinion management of higher vocational colleges, the introduction of the PDCA cycle theory is particularly important. The characteristics of information released by students on integrated media platforms have been analyzed, highlighting issues such as unprofessional teams and inadequate responses in the prevention and handling of public opinion. Some students may post sensitive or negative information when expressing their views. If these negative messages are not properly addressed, they could lead to the escalation of public opinion, thereby affecting the schools reputation and credibility [9]. Therefore, four suggestions are put forward to listen to students voices, deal with information fairly and justly, release effective information and build professional teams. The implementation of these suggestions needs to rely on the PDCA cycle management theory to ensure the effectiveness and sustainability of public opinion management strategies.

There is a close interactive relationship between network public opinion and ideology, and PDCA cycle management theory provides a systematic idea and method for vocational colleges in the management of network public opinion. Through continuous planning, execution, inspection and adjustment, effective public opinion guidance strategies can be formed.

4. The Effectiveness of PDCA Mode in Public Opinion Management

In vocational colleges, the management of online public opinion is particularly important. With the development of information technology, many vocational students express their views through integrated media platforms. However, this also leads to some students posting irrational or negative information. If these negative messages are not properly handled, they can easily form a public opinion, which in turn affects the application of public opinion management. Effective measures can enhance the monitoring, prevention, and guidance of public opinion events.

4.1. PDCA mode has obvious advantages in public opinion monitoring and prevention

According to the research of Tan Haoxuan and Qin Binbin, with the development of information technology, many vocational college students express their views through multimedia platforms. However, some students also exhibit irrational behavior by posting sensitive or negative information. When such negative information is not

properly handled, it can easily escalate into public opinion, affecting the schools credibility and reputation. To address this issue, vocational colleges should listen to students voices, handle information fairly and impartially, and mitigate potential public opinion risks by releasing effective information. This process fully embodies the “planning” and “execution” phases of the PDCA model. By scientifically formulating and effectively implementing public opinion monitoring strategies, the spread rate of negative information can be significantly reduced, preventing the occurrence of public opinion. Additionally, it emphasizes the importance of the PDCA cycle management method in public opinion management at vocational colleges. It points out that through scientific and systematic planning of student management from enrollment to graduation, various employment measures can be effectively implemented, problems can be identified and resolved promptly, thus forming a continuous improvement management mechanism. To achieve efficient talent cultivation management and ensure universities better adapt to the changing demands of society for talent, introducing the PDCA cycle management method is particularly important.

4.2. The role of PDCA mode in public opinion guidance

In the intelligent media environment, the impact of algorithm technology on online cultural education in universities cannot be underestimated. Universities can leverage algorithm analysis to monitor students online behavior and develop personalized guidance strategies, thereby promptly identifying early signs of public opinion during the “inspection” phase. On this basis, schools can effectively respond during the “action” phase, actively guiding students values and enhancing their sense of social responsibility and rational thinking skills. At the same time, to achieve efficient talent cultivation management under the current social context, it is particularly important for universities to introduce the PDCA cycle management method in public opinion management. Through continuous iterations of the PDCA cycle, universities can scientifically and systematically plan the management work from students enrollment to graduation, ensuring the effective implementation of various employment measures and timely identification and resolution of issues, thus forming a continuous improvement management mechanism.

4.3. PDCA model of iterative continuous improvement management mechanism

Dynamic management models not only enhance the efficiency of public opinion response but also gradually cultivate students rational expression and critical thinking skills in daily management, fundamentally reducing potential public opinion incidents. In practical teaching processes, the new engineering practice teaching model based on PDCA theory can help students develop innovative practical abilities and teamwork skills. This improvement in these capabilities also aids students in expressing themselves rationally in online public opinions.

To sum up, the application of PDCA mode in online public opinion management of vocational college students reflects its effectiveness and advantages in monitoring, preventing and guiding students values. Through scientific management process, colleges and universities can better deal with the increasingly complex online public opinion environment.

When addressing risks in the ideological domain, universities should combine “governance” with “control” to enhance their risk prevention capabilities. Future research can explore the application of the PDCA cycle management model in online

public opinion management at higher vocational colleges, aiming to achieve a continuous improvement management mechanism. This model not only helps universities respond promptly when public opinion arises but also allows for in-depth analysis post-incident, summarizing lessons learned to guide future management practices. The introduction of the PDCA cycle is particularly crucial, as through continuous iteration, universities can scientifically and systematically plan student management from enrollment to graduation, ensuring the effective implementation of all measures and timely identification and resolution of issues, thereby forming a continuous improvement management mechanism [10][11].

5. Future Research Directions

In the field of online public opinion management and ideological guidance at higher vocational colleges, future research should focus on strategic responses in complex network information environments. With the advent of the intelligent media era, the methods and influence of online public opinion have undergone profound changes, which requires higher vocational colleges to adopt more flexible and precise strategies in ideological guidance.

The development and application of intelligent media technology have deeply influenced the conduct of educational activities in universities, bringing new possibilities for the high-quality development of ideological and political education. Research in this direction will help enhance students media usage skills and social responsibility, enabling them to better address challenges posed by online public opinion. Researchers should focus on how to promote “precise ideological and political education” through media literacy education and the introduction of advanced media technologies, while reinforcing media standards awareness and enhancing social responsibility [9].

Future research on online public opinion management and ideological guidance in higher vocational colleges should focus on the application of intelligent media technology, strategies for spreading red culture, enhancing media literacy, and effectively implementing the PDCA management model. These directions will provide scientific theoretical support and practical guidance for higher vocational colleges to address challenges in the complex online information environment.

6. Conclusions

This study aims to explore the ideological guidance strategies and effectiveness of online public opinion among vocational college students, with the hope of providing theoretical support and practical guidance for universities to formulate sound public opinion management measures in complex network environments. By analyzing various public opinion events, it proposes practical strategies to help universities more effectively maintain ideological security and campus stability in the new media environment, thereby achieving dual goals of education and management.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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