# Research on the Network Dissemination Mechanism and Strategies for the Mainstream Ideological Identity of College Students in the Digital Civilization Era

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**ABSTRACT**

With the advent of the digital civilization era, the importance of network dissemination in shaping the mainstream ideological identity of college students is becoming increasingly significant. To enhance the level and quality of college students' mainstream ideological identity, this paper explores the influence of network dissemination on college students' mainstream ideological identity in three aspects: cognition, emotion, and behavior. It analyzes the factors and phenomena that promote and hinder identity. Based on the research, strategies such as leveraging network advantages, enhancing network literacy, stimulating participation in network practice and innovation activities, and building a healthy network environment are proposed, aiming to improve college students' level and quality of identification with mainstream ideology.

*Keywords: Digital civilization era, College students, Mainstream ideological identity, Network dissemination.*

## 1. INTRODUCTION

In the current context of the digital era, online channels have become the primary platform influencing the formation of ideological concepts among Generation Z ("digital natives") college students. As the backbone of the country's future innovative development, the mainstream value identity of college students not only concerns their personal growth but also affects the long-term development of the nation. Therefore, researching the role of online channels in shaping college students' mainstream ideology is particularly important. This research will help optimize the content and methods of ideological and political education, cultivating the qualities and responsibilities expected of a new generation of national pillars.

## 2. MECHANISM AND LAWS OF NETWORK DISSEMINATION INFLUENCING THE COGNITIVE ASPECT OF COLLEGE STUDENTS' MAINSTREAM IDEOLOGICAL IDENTITY

Network dissemination, as a crucial form of contemporary information exchange, is vital in cultivating college students' mainstream ideological identity. Its wide coverage, strong interactivity, diverse and rich content, and flexible innovation capabilities provide college students with a new platform for the formation and exchange of ideas. However, the uncertainties and potential risks in the information dissemination process within the online environment cannot be ignored.

## 2.1 Network Dissemination Influences Cognitive Frameworks and Thinking Patterns

By providing abundant information resources and knowledge systems, network dissemination influences the cognitive architecture and thinking patterns of college students, helping them establish correct worldviews, outlooks on life, and values, deepening their identification with and sense of belonging to mainstream ideology.

In today's digital age, the internet, as a core channel for transmitting information, plays a decisive role in guiding college students to establish a mainstream ideological identity system. Various online platforms, including social media, forums, and blogs, provide a wide range of information sources. The diversity and timeliness of this information can satisfy college students' pursuit of knowledge and significantly impact their cognitive architecture. College students are the most vibrant and creative group in society, possessing a strong ability to accept new things and a desire to explore unknown fields. Network dissemination opens up a new learning and exchange platform for them, allowing them to easily access the latest technological advancements, cultural trends, and social development trends from both domestic and international sources. This not only broadens their horizons but also helps them form correct views on their worldviews, outlooks on life, and values. For example, by participating in online discussions about social responsibility and civic duty, college students can gain a deeper understanding and identification with these mainstream ideologies. The interactive nature of network dissemination means that college students are not merely consumers of information but also producers and disseminators. Participating in network dissemination through commenting, sharing, and creating content deepens their understanding and absorption of information, and in the process of exchange, they form their own opinions and positions, thus enhancing their sense of identification with and belonging to mainstream ideology. Furthermore, the diversity and innovation of network dissemination provide college students with multi-faceted and multi-layered interpretations of information, helping to build a more comprehensive and in-depth cognitive framework.

At the same time, the rapid development of network dissemination has also brought uncertainty and potential risks to college students' information selection and processing. Information overload and fragmentation can leave college students confused and overwhelmed when facing massive amounts of information, interfering with their correct understanding and judgment of information. Guiding college students to correctly utilize online information and leverage the positive role of network dissemination in forming and deepening mainstream ideological identity has become a pressing issue, addressing concerns such as the virtuality and alienation of the internet potentially leading to social isolation and value distortion among college students, thereby affecting their identification with mainstream ideology.

Network dissemination plays a crucial role in the formation of college students' mainstream ideological identity. By providing diverse information and knowledge, it influences and shapes college students' cognitive architecture and thinking patterns, enabling them to establish a socialist core value system. Simultaneously, we should also pay attention to the uncertainties and risks in network dissemination and adopt various effective measures to guide college students to correctly utilize online resources, strengthening their identification with and sense of belonging to the socialist core values.

## 2.2 Network Dissemination Fosters Emotional Resonance and Value Consensus

By stimulating emotional resonance and value consensus among college students, network dissemination influences their emotional attitudes and value orientations, helping to promote the cultivation of excellent moral qualities and a strong sense of social responsibility, and enhancing their enthusiasm and respect for mainstream ideology.

Network media play a crucial role in the dissemination of online information, providing college students with a platform to access diverse perspectives and information, thereby triggering their emotional resonance and value consensus. In the online environment, college students are easily attracted to positive stories and positive values built upon moral attributes such as fairness, integrity, and dedication, and a sense of social responsibility, promoting their identification with and strengthening of these values. Emotional resonance plays a unique role in the dissemination of online information; it can evoke emotional resonance among online audiences, thereby shaping their values and behavioral tendencies towards the content. When college students encounter

information online that aligns with their values, they experience a profound sense of resonance and belonging. This experience helps strengthen their affection for and identification with a particular mainstream ideology. For example, by accessing videos or articles showcasing socialist core values or participating in discussions, college students can deepen their understanding and identification with communist ideals, forming positive emotional attitudes. The interactive nature of online platforms is also an important medium for triggering emotional resonance and value consensus. College students' interactive behaviors online, such as commenting, liking, and sharing, not only showcase their emotional attitudes and values but also garner feedback from their peers. This interaction promotes the formation of a positive emotional support network, further strengthening their identification with mainstream ideology. In addition, online communities and forums provide venues for discussion and interaction, where college students can connect with netizens who share similar values in these virtual spaces, jointly exploring and practicing the values they endorse, thereby cultivating excellent moral qualities and a sense of social responsibility. However, we cannot ignore the double-edged sword effect of online information dissemination. Negative information and misleading values online can also negatively impact college students' emotional attitudes and value orientations, leading them to make incorrect moral judgments and value identifications. Therefore, improving college students' online media literacy and guiding them to learn to identify and select positive online information is crucial for improving college students' moral qualities and sense of social responsibility, and enhancing their love and respect for mainstream ideology.

### 2.3 Network Dissemination Promotes Social Interaction and Public Participation

By promoting college students' social interaction and public participation, network dissemination positively influences their behavioral habits and social positioning, helping them better implement and promote mainstream ideology and enhancing their enthusiasm and sense of responsibility for practicing mainstream ideology.

The process of network dissemination highlights the importance of the online environment in shaping the roles and reshaping the ways college students participate in society during their socialization process. In addition to being an important way for college students to obtain information, the internet is also a new field for college students to exchange ideologies. It provides college students with opportunities to showcase themselves, communicate ideas, and participate in social activities. Social interaction and public participation in cyberspace take on diverse forms, such as online discussions, social media interactions, and online volunteer services. These forms of participation allow college students to experience the practice of social participation in the virtual world, deepening their understanding of social responsibility and civic identity. Through network dissemination, college students are exposed to a wider range of social issues and diverse perspectives, promoting the cultivation of critical thinking and independent judgment skills in their discussions and exchanges. Collective activities and public discussions on online platforms provide opportunities for interaction with society. Through these interactions, college students can gain a deeper understanding of social mechanisms and cultivate their willingness to identify with and practice mainstream ideology.

The positive role of online socialization for college students also lies in promoting the internalization of public values and social norms. By participating in various social, cultural, and political activities online, college students act not only as observers but also as participants and creators. This participation helps them develop a sense of and willingness to make positive contributions to society. By actively participating in online public welfare projects and social practice, college students' sense of social responsibility and collectivist values are enhanced, encouraging them to practice these values in reality.

However, while network dissemination promotes college students' social interaction and public participation, it also presents certain challenges and risks. Phenomena such as information overload, the spread of false information, and the polarization of online public opinion can interfere with college students' behavioral patterns and values, and may even cause their social participation behavior to deviate from expectations. Therefore, when using online platforms for social interaction and public participation, college students should possess critical thinking awareness, be able to identify the authenticity of information, and make reasonable judgments and choices.

In short, network dissemination plays a crucial role in promoting college students' social interaction and public participation, helping them shape appropriate behavioral habits and social positioning, and enhancing their enthusiasm and sense of mission for practicing mainstream ideology. At the same time, in the face of challenges and risks in the online environment, it is necessary to enhance college students' network literacy and critical thinking abilities and guide them to participate in the online socialization process in a healthy and positive, correct and rational manner.

## 3. FACTORS AND PHENOMENA INFLUENCING COLLEGE STUDENTS' MAINSTREAM IDEOLOGICAL IDENTITY IN NETWORK DISSEMINATION

The network dissemination environment is complex and ever-changing, containing both positive factors that promote college students' mainstream ideological identity and negative phenomena that may hinder the identification process.

### 3.1 Network Dissemination Content Is a Key Factor

Network dissemination content includes both positive information and knowledge that aligns with mainstream ideology and negative information and knowledge that deviates from mainstream ideology. In the online environment, college students need to carefully select and utilize network dissemination content to promote a deeper understanding and identification with mainstream ideology.

In the information-saturated digital age, the internet has become one of the main channels for people to obtain important information, significantly influencing the shaping and advancement of college students' worldviews, outlooks on life, and values. The rich and diverse, constantly updated content of network dissemination opens up a broad field of knowledge and learning space for college students. Positive and constructive information helps college students establish correct concepts and deepens their recognition and acceptance of socialist core values. For example, by accessing videos reflecting patriotism, collectivism, or the deeds of socialist heroes, college students can experience profound emotional resonance and value consensus, thereby enhancing their sense of responsibility and belonging to the country and society. However, network dissemination also contains a large amount of negative information and knowledge that contradicts mainstream ideology, such as misleading historical views, views on heroes, etc. Such content, if not screened and critically accepted, may negatively impact college students' values and ethics, leading to questioning or even aversion to mainstream ideology. Therefore, college students need to proactively cultivate the ability to discern the authenticity of online information. This relies not only on their own efforts but also on the correct guidance and education from educational institutions and society. In this process, college students should develop an awareness of obtaining information through formal and authoritative channels, such as official news releases and reports from authoritative institutions. These information sources are generally more reliable and help them build accurate worldviews and values. At the same time, college students should also proactively cultivate critical thinking, not blindly following all information online, but forming their own independent opinions through comparison, analysis, and reflection.

### 3.2 Network Dissemination Channels Play a Crucial Role

Network dissemination channels include official, authoritative, and professional online media and platforms, as well as unofficial, unknown, and amateur online channels. In the online environment, college students should learn to select and utilize official, authoritative, and professional online media and platforms to enhance their deep understanding and identification with mainstream ideology.

In today's rapidly developing internet technology, the network has become an indispensable channel for information dissemination, having a profound impact on college students' thinking patterns and values. Official and authoritative network dissemination channels, such as government news websites and online academic journal platforms, tend to provide more reliable and accurate information. Information from official and authoritative channels greatly assists college students in establishing correct worldviews and values, enhancing their logical thinking and critical analytical abilities. For example, by reading reports on national development and social progress from

authoritative news platforms, college students can gain a more comprehensive and in-depth understanding of the achievements and challenges of socialist modernization, further deepening their sense of identification with socialist core values. However, the internet is also filled with numerous unofficial and non-authoritative channels. For example, some social media accounts and personal blogs may spread unverified or even false information. The dissemination of such information may lead college students to form incorrect value judgments, or even hold skeptical or even misunderstanding attitudes towards mainstream ideology. Therefore, college students need to have the ability to identify the authenticity of online information when encountering and processing it, to prevent being disturbed by information of varying quality.

To ensure that network dissemination channels have a positive impact on college students' mainstream ideological identity, educational authorities and universities should strengthen the intensity of college students' network literacy education, teaching college students to correctly select and utilize formal online channels. At the same time, it is necessary to strengthen the supervision of online platforms, curb the spread of false information, and create a healthy and positive online atmosphere.

### 3.3 Network Dissemination Subjects Play a Crucial Role

In the digital civilization era, the trend of diversification of network dissemination subjects is becoming increasingly apparent. There are both disseminators who actively convey positive information and promote social harmony and progress, and those who convey negative content and mislead public understanding. Faced with the diversification of network dissemination subjects, college students need to carefully select and utilize them to strengthen their deep identification with mainstream ideology.

Positive and constructive network dissemination subjects promote the formation of correct worldviews, outlooks on life, and values among college students by sharing inspiring information and knowledge, for example, showcasing the achievements of socialist development with Chinese characteristics in the new era. The positive dissemination of such information helps enhance college students' recognition and trust in mainstream ideology. In addition, positive network

dissemination provides college students with abundant learning resources and platforms, promoting their knowledge growth and ability development.

Network dissemination subjects that convey negative energy and misleading information, by spreading false information, negative news, or extremist ideas, will have a negative impact on college students' mainstream ideological identity. For example, some online disseminators spread unverified rumors on social media platforms, which not only disrupts the order of online information but may also lead college students to cognitive confusion and value deviation. Therefore, college students need to learn to identify the authenticity of information when receiving online information and selectively absorb and disseminate information.

To enhance college students' sense of identification with mainstream ideology, it is crucial to increase the guidance and regulation of network dissemination subjects. On the one hand, the government and society should strengthen support and encouragement for positive network dissemination subjects, providing more display platforms and resources to leverage their positive influence. On the other hand, for network dissemination subjects that disseminate negative information, relevant government departments need to constrain and sanction them through laws and regulations, purifying the online environment and preventing erroneous concepts from influencing college students.

### 3.4 The Network Environment Has a Significant Impact

The network environment, constituted by the online atmosphere and online culture, provides college students with an important place to obtain information, exchange ideas, and form opinions. A harmonious and healthy online environment can effectively promote college students' acceptance and identification with mainstream ideology, while an online environment filled with disharmony and unhealthy elements may have the opposite effect on their ideological identity. Therefore, in online interactions, college students should actively and proactively select and utilize beneficial online environments to strengthen their support for mainstream ideology.

Harmonious and healthy online environments transmit positive information and knowledge, inspiring positive thinking and mental health

among college students. In such an environment, network dissemination usually focuses on the popularization of socialist core values and advocates for the sharing of positive information. This plays a key role in shaping college students' worldviews, outlooks on life, and values. In-depth reports and thematic discussions from authoritative media and professional platforms help college students deepen their understanding of national development strategies and the achievements of socialist modernization, enhancing their identification with mainstream ideology.

Conversely, disharmonious and unhealthy online environments containing cyberbullying, the spread of rumors, and extremist ideas may lead college students to cognitive biases, emotional alienation, and even behavioral deviations from the right path. Therefore, identifying and avoiding such online environments is crucial for maintaining college students' mental health and promoting the formation of their correct ideology.

Building a harmonious and healthy online environment requires the joint participation of the government, society, and online platforms. The government should strengthen the supervision of online information and combat online rumors and the spread of illegal information. Online platforms need to shoulder social responsibilities, strengthen content review, promote positive content, and create a refreshing online space for college students. At the same time, college students themselves should also improve their online literacy, learn to identify the authenticity of information, and actively participate in the dissemination and creation of positive content, becoming active contributors to online cultural construction.

## 4. NETWORK DISSEMINATION STRATEGIES AND METHODS TO ENHANCE COLLEGE STUDENTS' IDENTIFICATION WITH MAINSTREAM IDEOLOGY

### 4.1 Optimizing the Dissemination and Education Methods

In the context of the digital age, network dissemination has become a key channel for the dissemination of mainstream ideology. While greatly expanding the coverage of information, it also improves dissemination efficiency, opening a wider door for college students to access knowledge. To maximize the role of network dissemination in mainstream ideological education, it is necessary to fully tap its potential and implement targeted strategies to improve college students' level and quality of identification with mainstream ideology.

The first is to innovate the dissemination methods. Compared with traditional propaganda methods, the diverse content forms of network dissemination (such as videos, blogs, and online discussions) are more attractive and intuitive, effectively capturing the attention of college students. For example, using vivid video tutorials and interactive pages to explain complex theories can promote college students' in-depth understanding and acceptance of the core values of mainstream ideology.

The second is to enhance the effectiveness and influence of network dissemination. High-quality and rich content and precise dissemination strategies constitute effective online propaganda. For example, search engine optimization (SEO) and social media promotion ensure that information reaches a wide audience. At the same time, building online communities and forums to stimulate college students' discussions and exchanges on mainstream ideological issues is also a key way to expand influence.

The third is to encourage college students to participate in interactive online learning experiences. Network dissemination uses interactive learning experiences — such as online quizzes, simulations, and case studies—to enable students to master theories in practical activities, deepening their understanding and identification with mainstream ideology.

### 4.2 Enhancing Network Literacy and Identification Abilities

In the digital civilization era, college students' network literacy and identification abilities determine the level and quality of their identification with mainstream ideology. With the rapid development of network information technology, college students are exposed to a huge amount of information every day. The quality of this information varies, and correctly identifying and filtering information not only affects the construction of an individual's knowledge system and worldview but is also directly related to the identification and acceptance of mainstream ideology.

First, college students' online media literacy is not only about basic information technology application skills but more importantly, the ability to screen, judge, and process online information. A college student with excellent online media literacy can maintain the sharpness of independent thinking in a complex online information environment, effectively identifying the authenticity of information and resisting the influence of negative information. This, in turn, cultivates a correct worldview, outlook on life, and values in the digital environment, which is very important for enhancing college students' sense of identification with mainstream ideology.

Second, online ethics education plays an indispensable role in improving college students' network literacy and identification abilities. Online ethics education is not only about the legal and compliant use of online resources but also about cultivating college students' sense of social responsibility and online ethics. The establishment of online ethical literacy enables college students to develop correct online behavioral norms and habits, promoting them to become positive and healthy disseminators and receivers of online information, providing strong support for creating an online environment conducive to the dissemination of mainstream ideology.

Third, it is necessary to improve college students' ability to screen and judge online information through practical education and training. Schools and society can use various forms such as courses, workshops, and lectures to help college students master the standards for evaluating online information and learn how to identify and evaluate online information from both technical and content perspectives. College students should also proactively improve their skills in identifying online information through practice, enhancing their ability to process online information themselves. This has a positive significance for actively building a healthy online culture and enhancing the identification of mainstream ideology.

### 4.3 Encouraging Participation in Network Practice and Innovation Activities

In the current digital age, the network has become the core platform for college students to obtain information, express their opinions, and participate in social activities. By encouraging network dissemination subjects and their mechanisms, not only can the willingness of college students to engage in online communication and expression be stimulated, but it also encourages them to engage in online practice and innovation. This not only guides them to form positive online values and cultural tendencies but also promotes their socialization and personalized growth.

First, online platforms provide college students with a virtual space to showcase themselves and participate in social discussions. Through various forms such as blogs, microblogs, and videos, college students can share their views on social phenomena and policy developments. This sharing reflects the externalization of thought and also builds a bridge for interaction with society. This process helps them deepen their understanding of the connotation and value of mainstream ideology and strengthen their identification with it.

Second, it is necessary to actively carry out online innovation activities. Online innovation includes online cultural creation and the development of digital technology applications, encouraging college students to transform their creativity into practical achievements. Online innovation activities not only improve college students' creative and practical abilities but also enable them to better understand and accept socialist core values, thereby disseminating positive energy in cyberspace and creating a healthy online cultural environment.

Third, universities and society should effectively guide and support college students in engaging in online practice and innovation activities. Universities and society should provide the necessary resources and platforms, such as holding online cultural creation competitions and setting up online technology development workshops, to cultivate college students' online literacy and stimulate their innovative spirit and practical enthusiasm. At the same time, there is a must to strengthen the guidance and supervision of online activities to ensure that college students grow up safely and healthily in the online environment. College students' online participation and innovation activities play an important role in deepening their identification with mainstream ideology. By promoting college students' online communication and expression and encouraging their practical and innovative behaviors, not only can they be guided to establish correct online values and cultural directions, but it can also promote their comprehensive growth, contributing to the construction of a positive and upward online environment and cultural atmosphere.

### 4.4 Constructing a Healthy and Harmonious Online Environment

Constructing a healthy and harmonious online environment is the key to improving the level and quality of college students' identification with mainstream ideology. In the digital age, the network, as a core platform for information transmission and social interaction, has a profound impact on college students' values and ideological concepts. Therefore, implementing standardized management and supervision of network dissemination and creating an online atmosphere conducive to the promotion of mainstream ideology is crucial for strengthening college students' mainstream ideological identity.

The first is to strengthen online environment supervision through legislation and technical means. The state and society should promulgate relevant laws and regulations to regulate online information content and severely crack down on the dissemination of false information, rumors, and harmful information. At the same time, use technical means to improve the efficiency of identifying and processing illegal and irregular information to ensure the authenticity and security of online information.

The second is to strengthen online cultural construction, actively disseminate positive energy, and create a healthy and harmonious online cultural atmosphere. By holding online cultural festivals, online safety education weeks, and other activities, enhance college students' online cultural awareness and online moral concepts, guiding them to actively participate in the construction of a healthy online culture. At the same time, encourage online platforms to promote positive stories and exemplary figures, enhancing the positive guidance and demonstration effect in the online environment.

The third is to advocate for the whole society to participate in the supervision and optimization of the online environment. The government, relevant departments, media, online companies, and the vast number of netizens jointly participate in the supervision and construction of the online environment. Encourage netizens to actively report violations, online companies to increase self-examination efforts, and the media to play a role in public opinion supervision, jointly creating a clear online space.

Finally, it is to strengthen the positive guidance of network dissemination content. When promoting mainstream ideology, in addition to focusing on positive content, it is also necessary to innovate dissemination methods and improve dissemination efficiency. Utilize big data and artificial intelligence technology to accurately push high-quality content that meets the needs of young people, making the dissemination of mainstream ideology more in line with the actual needs and acceptance habits of college students.

## ACKNOWLEDGMENTS

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