

Academic Landscape of Ideological Education of China's College Students in the 21st Century

--- An Analysis Based on Knowledge Map

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Abstract. Quantitative analysis is performed using “Cite Space” software on the 424 research essays on college student's ideological education from the year 2000 to 2014. The analytic results show that, the hotspot researches focus on education of college students' socialist core value system, utility and efficacy of college students' ideological education, education in minor nationality, etc. The research trend can be classified as: the basic theory research in the preliminary period, multi-view investigation in the middle period, and exploration under new media backdrop in recent time.

1. Introduction

Since beginning of the 21st century, the Chinese government and the Communist Party of China have been attaching great importance to ideological education of college students, and have promulgated successively the guideline documents as the “Several Opinions of the CPC Central Committee and the State Council on Further Strengthening and Enhancing Minors' Moral Construction” (hereunder briefed as the “Opinions”), the “Several Opinions of the CPC Central Committee and the State Council on Further Strengthening and Enhancing Moral Construction of College Students”, and etc., which has evoked high attention of the Domains Tour academic circle over ideological education of college students, contributing to an ever growing number of scholars turning to research in this field, as well as successive evolution of the basic theories and scientific research fruition.

Mapping Knowledge Domains is, with scientific knowledge being the object, by approach of spatial representation method, and by comprehensively utilizing theories and methods of disciplines such as scientometrics, information visualization technology, applied mathematics, graphics, etc., to reveal the scientific communication and development trends as reflected by the entanglement of scientific literature and citation path [1]. Compared with traditional text analysis, scientific knowledge map analysis based on bibliometric analysis can reflect the research hotspot and trend of certain discipline or certain field through visual and vivid graphics. Using the “Mapping Knowledge Domains” software as the instrument, the research attempts to disclose the research hotspot, trend and theoretic basis of China's ideological education on college student in the 21st century, to provide a useful reference for the research efforts in this field.

2. Data Source, Research Methods and Citations

2.1 Data Sources.

Screen in the **Chinese Social Science Citation Index (CSSCI)** database by the total field “**Ideological Education of College Students**”, with the retrieval's target duration being the year 2000 ~2014, and with such invalid portions as preface, postscript, and etc., deleted manually, total 424 bibliographic records are retrieved and downloaded (Time of retrieval occurrence: May 11, 2015). Import then the data into Cite Space 3.9. R7; set time span of the research object being from year 2000 to 2014, and divide by unit time of 1 year to form 15 time-factor zone, before run the software and generate the mapping knowledge domains.

2.2 Research Method.

Mapping Knowledge Domains is a kind of map [2] that displays, in visualized form, evolution of science knowledge and their structural relationships. Employing the “Cite Space” knowledge domains software developed by Professor Chen Chaomei as the research tool, this paper conducts quantitative analysis on such information as cited literature, author, keyword, etc., by way of Citation Analysis, Co-citation Analysis and Co-word Analysis, and derives scientific conclusions.

2.3 Citations.

Seen from the number of citations, the amount of published articles in this research field takes on a ballooning growth. The accumulated amount of published articles, seen only at 10 from the year 2000 to 2003, increased to 16 in a twisted growth spell, exceeding the total published from the year 2000 to 2003, and further increased to 41 in the year 2005, more than double that of 2004. Thereafter, the annual amount of published articles in this research field was close to 40 in average, and up to 60 in the year 2006. In summary, the research on ideological education of college students has become a research hotspot in the territory of ideological education. The number of published articles, given a slight fluctuation, sees a generally significant increase. As shown in Figure 1, upsurge of research emerged after the year 2004, which bore a close relationship to enactment of the “Opinions”, and the amount of published articles thereafter accounted for 94% of the total number of articles published.

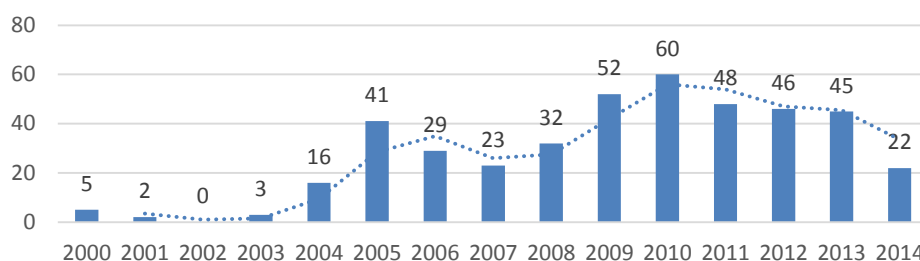


Fig. 1 The trend of the research on ideological education of college students in 21st century

3. Facts with the Research

3.1 Core contributors of articles.

Seen from general distribution of the article contributors, 194 contributing units have contributed total 424 academic achievements, and the contributing units are distributed across the country, in which, Beijing, Shanghai and etc., see a relatively dense gathering of contributing units, and normal colleges and universities, comprehensive universities as well as research institutions directly under the Ministry of Education have relatively bigger contribution. Beijing Jiaotong University (hereunder briefed as “BJU”) ranked on top of the list with a total contribution of 26 articles, Northeast Normal University (hereunder short as “NNU”) and Southwest University ranked the second of a same position, each with contribution of 21 articles, and research institutions directly under the Ministry of Education followed closely in the wake with contributions of 20 articles. The above four units made up 21% of the total articles published, becoming the publicly recognized pacesetter in this research field. Affiliated to BJU, the Capital College Students’ Ideological Education Research Center established in the year 2007 treats globalization and ideological education as one of the major research directions, and addresses itself to the essential theoretical and practical issues regarding the ideological education of college students in higher learning schools of Beijing City, causing to happen a benign interaction between construction of its ideological theory courses and Marxism theory discipline. Piloted by disciplinarization of basic theories of ideological education, and by virtue of the disciplinary theories of philosophy, politics, sociology, pedagogy, etc., NNU focuses on three fields: key issues and theories of ideological education, major and practical issues of ideological, political and moral construction of young students, and construction of disciplinary theory system of ideological education. Whilst, Southwest University applies itself in the research of youth’s ideological education and moral construction, basic theory of ideological education and talent development practice, as well as pedagogy and practices of Marxism theory education.

3.2 Nucleus Authors.

The “Nucleus Author” is determined by the Price Law $N=0.749 \times \sqrt{n_{max}}$ [3], in which, n_{max} denotes the number of published articles of the most-prolific author, viz, the author whose published articles are bigger than N will be the “Nucleus Author”. As the data shows that, Huang Rongsheng with the Southwest University contributes to the biggest amount of published articles, totaling 12; By substituting it into the above formula, conclusion can be derived: Author who contributes 3 and above article will be the “Nucleus Author”, totaling 49. Of which, Huang Rongsheng looks back to the development of ideological education of college students in the past decades, clarifies the characteristics of the era and future tendency, and focuses the theoretical research on the significance, method and path of combining popularization of Marxism, socialist nucleus value system with ideological education of college students. Feng Gang raises the innovative research method and paradigm for promoting development of ideological education of college students, assigning that research be conducted under the background of inter-discipline and internationalization piloted by the problem, and emphasizing that research shall have a general planning under the backdrop of educational modernization process, and time background of Internet. [4] Yang Xiaohui generalizes five concrete laws in the integration of socialist core value system with ideological education of college students, and by the research angle of new media, has insight into the new thought, new point of view and new argument of ideological education of higher learning schools [5].

3.3 Essays Frequently Cited.

In 2004, Zhou Ji published the article “Seizing the Opportunity to Strengthen and Enhance Ideological Education of College Students”, which has been cited for 103 times for the past decade (time of retrieval: May 14, 2014, the same below). As the author emphasized, it is necessary to reinforce the ideological education of college students from global and strategic height, and exert the role of classroom teaching, second classroom, Party & League and students organizations, perfect education assurance system, pointing out that, Party and administrative cadres, Communist League cadres, teachers of ideological theory course and philosophy and sociology course, school counselors, and class advisers are the mainstays of work team. [6] The above viewpoint produces important influence in this research field, and triggers subsequent researches and discussions in the academic circles. The article “Role Definition of China’s Higher School Counselor in the Light of International Comparison” published by Luo Gongli in 2007 was cited for 118 times. In the article, the author looked back on the historical transformation of role of school counselor in developed countries as America, etc., assigning college counselors of America to be of specialized, socialized and diversified traits, and propounding to optimize the counselors team of China using it a reference. The “College Students’ Ideological Education under the Ambience of New Media” published by Jiang Enlai in 2009 was cited 140 times, in which, the author considered new media technology had lent impetus to the innovation of education technology and means, and put forward five concrete measures responding to the opportunities and challenges. The “Status Quo & Outlook of Effectiveness Research on College Students’ Ideological Education” published by Ming Yongxing in 2010 was cited 113 times. As the author maintained, Karl Mark’s viewpoint regarding universal relations and development should be treated as top guideline for research on effectiveness of ideological education, the ideological qualities of college students, and wholeness requirements on higher school’s ideological education system were the cornerstone, and in the meantime, efforts should be made to advance the disciplinization and scientification of education practice in the profile of wholeness of Marxism theory discipline.

4. Hotspot Research on Disclosure through Co-occurrence of Key Words

Key words can reflect and generalize directly theme and content of an article, trace its frequency of appearance, and ascertain and judge research hotspot. Plotting key words co-occurrence knowledge domains (as shown in Figure 2) using Cite Space software, there appear total 614 key words regarding college/university’s ideological education research, 444 of them appear twice and above, and 26 of them appear 8 times and above.

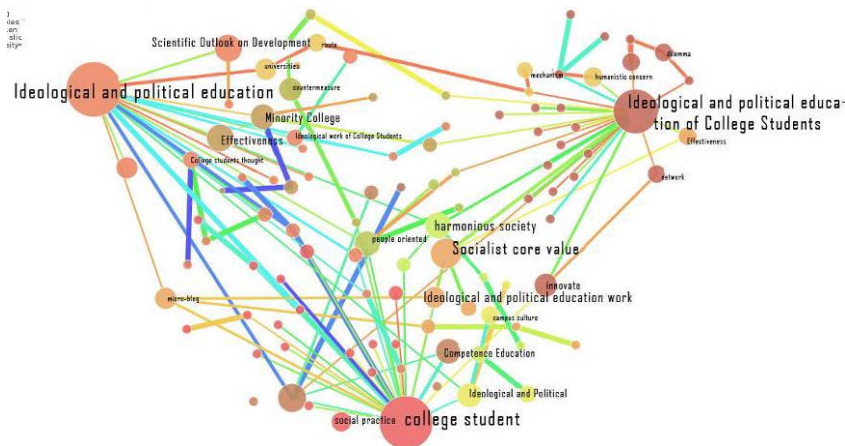


Fig. 2 The knowledge map of keywords

As shown in Figure 3, the “Ideological Education” (530 times) is the biggest node in the Knowledge Domains, followed by two key words: “College Students” (410 times) and “Ideological Education of College Students” (157). “Ideological Education”, “College Students” and “Ideological Education of College Students” represent the major research directions, and form three reticulated clustering chart with them at the core.

The biggest clustering in knowledge domains is formed with the “Ideological Education” at the core, around which such nodes such as “Utility”, “College Students of Minor Nationalities”, “Higher Learning School”, “New Media”, “Micro-blogger” and etc., are assembled, representing the distribution of their research hotspots. It is hence evident that, regarding the research direction “Ideological Education”, the academic circle has carried out fairly comprehensive researches from multiple angles such as special object, means, carrier, method, and etc. Yao Nianlong analyzed into the reasons behind default of utility of ideological education of higher learning schools, and proposed three concrete methods: combining cramming education with permeation education, respect for students’ subject status, and truth-seeking education. Liu Chunming and Qin Qin delved into the political and ideological traits of contemporary college students, and advanced the basic principle, method and route of strengthening education’s utility. Wei Guoshan proposed, in response to the religious belief, living ambience, social milieu, etc., of college students of minor nationalities, to increase the utility of their education. Wen Jianling and Lu Desheng considered that exclusivity of religious culture, cross-cultural factors from language transfer, and absence of national culture of minority’s college students all constituted an obstacle to education, and carried out analysis on the transcending path. Lu Zhongping maintained that, Micro-blogger could help teachers’ understanding of the most recent mindset and mentality of students, thus providing the teachers and students a platform for interaction, self-enhancement, and carrying out ideological education. Ye Shen looked into the necessity of innovation of value idea of college students, basic characteristics of value idea, and realizing route at the new media era.

Around the clustering where “College Students” was at the core, a bunch of nodes as “Ideological Theory Course”, “Socialist Core Value System”, “Higher Education”, “Mental Health Education”, “Quality Education”, “Innovation” and etc., were converged, evincing that researches had been carried out from the perspective of above nodes. For instance, Wang Zhanren proposed that, to cultivate core value idea of college students, such solutions as mutual benefit of teach and students in teaching, practical experience, problem-solving, and etc., should be attached importance to. Gao Di analyzed theoretically from the four essential carriers: classroom teaching, campus culture, management services, and emerging media, considering that socialist core value system should transform from a theory system into a science of teaching system. Wang Donghong and Ji Yanan maintained that, the subject status of teacher and student were absent in the ideological theory teaching, and came up with corresponding solution strategy. Wang Xiaofang investigated into sense of identity of college students to socialist’ mainstream ideology, delved into the cause behind, and raised that; ideological theory course of higher school was an important channel of reinforcing

college students' sense of identity with socialist mainstream ideology. Liu Hongning generalized the nucleus contents of higher school's quality education as thought qualities, thinking ability, psychological qualities, and learning ability, pointing out that higher school should screen and select the nucleus contents for qualities education. Xu Yongjin and Zheng Lei, from the perspective of effective path for qualities expanding education of college students, propounded that modularization, project development, course development, and standardization were the essential embodiments for advancing qualities expanding of college students. Kang Xiuyun sorted the pedagogic innovation in the past decade from the five aspects: teaching reform on ideological theory course, practical education, online ideological education, mental health education, and campus culture education. Liu Yourong and Wu Guiling maintained, the only way for course reforms of college students' mental health education was to return to the origin of life, emphasizing that course's reforms and reconstructions should be "centered on students" other than "centered on teaching materials".

Around the clustering the "College Students' Ideological Education" at the core, a bunch of second-level nodes such as "Socialist Core Value System", "Utility", "China's Dream", "Network", "Dilemma", "Human Care", "Mechanism" and etc., indicating that the researchers had multi-angle investigation from content, carrier, method and utility of education. For example, Feng Guang et al, from the angle of principle and strategy, raised innovation of method. Zuo Xiaoguang, starting with carrier, considered that education of socialist core value system should combine with the actual mentality and mindset of college students. Whilst, Jia Youjun, starting with education object, pointed out that great attention should be paid to the education of socialist core value system of college students in the multi-nationality districts in the border areas. Ming Yongxing analyzed and envisaged the status of effectiveness research on the ideological education of college students, before raised inculcation principle's significance on enhancing method effectiveness. Cui Xiaolu and Chen Xiaoqun, in the ken of contingency of public event, put forward four strategies of strengthening utility of ideological education of college students. Han Hua held belief that, institutional arrangement was an important measure of strengthening utility of ideological education of college students. Wu Linlong and Wang Liren, based on the multiple implications of "China's Dream", ascertained into its path being integrated into ideological education of college students. Luo Yuting and Si Shanshan delved thoroughly into China's Dream from the aspect of reality value, nucleus content and realizing path. Jiang Xiaoli, starting with the connotation, representation, and impacting factor on the effectiveness of on-line ideological education of college students, initially constructed the evaluation system on the effectiveness of on-line ideological education of college students.

5. Key Word Time Zone Based Research Trend

As shown in Figure 7, the Key Words Time-Area View plotted using Cite Space software can inquire into research hotspots at different time-period, correlation between research hotspots, as well as their evolution paths.

5.1 Theoretical discussions in the preliminary period (2000- 2004)

Since the year 2000 and onward, the academic circle shifted gradually their focus on the research territory of ideological education of college students, which, however, was limited to research on the basic theories only, concretely exhibited as lesser number of researchers and research achievements, as well as monotony and narrowness of the research perspectives and contents. In this period, there were total 26 published articles, most of which were contributed by the Party and administrative leaders of higher schools. Of which, Min Weifang, the then Party Secretary of Peking University propounded to carry forward the patriotic tradition and spirit of the May 4 Movement, and exploiting the advantage of Peking University being ever the base for early activities of Communist Party of China, to foster the college students' concept of loving our country, Party and people. Chen Xichong, the then Party Secretary of Tsinghua University, from the perspective of cultivating talents out of the country's strategic demands, raised that, continuous themed education activities was necessitated for cultivating college students' correct view of employment, specialized ideological education should run through the whole course of college students' growth, and that, a special mechanism of "Target-area Student Cultivation Mode" for seeking to suit to the country's strategic demands should

be established. Gu Hailiang, the then Party Secretary of Wuhai University looked into spiritual essence of the “Opinions”, considering that efforts should be made in the purview of the era to explore into new approaches and methods for college students’ ideological education, and ideological theory courses as main education channel should be insisted, to entrench the core status of college students’ Party building. Huang Rongsheng, the then Party Secretary of Southwest Normal University emphasized that, for breeding college students firm belief on Marxism and adherence to socialist road, it was necessary to treat belief education as the nucleus for college students’ ideological education.

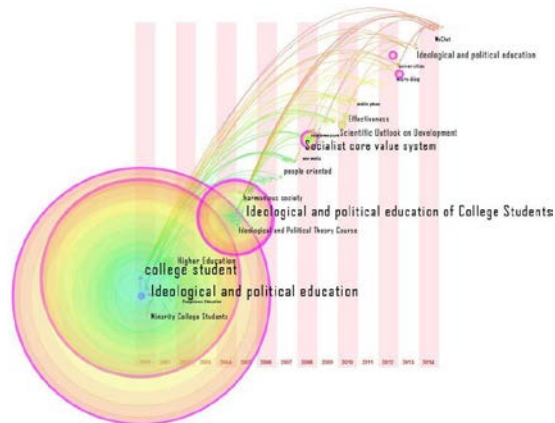


Fig. 3 Key words time zone view of Ideological and political education for College Students

5.2 Multi-angle investigation in the middle period (2005 ~ 2008)

During this period, scholars carried out interdisciplinary and multi-angle researches using fundamental theories as of economics, philosophy, politics, ecology, etc., key words such as Harmonious Society, Socialist Core Value System, Scientific Development Outlook, Human Being First, etc., emerged at high frequency, and the researchers were seen ever diversified identities (as shown in Figure 7).

For example, Li Li, from the economics perspective, advanced that cultural economy had caused a change to the ideological education milieu, enriched the education contents, and moreover that, there existed certain realistic contradiction and inherent correlation between the two. From the perspective of dialectical relationship of internal and external causes in the purview of philosophy in the development of things, Wang Jianguo discoursed higher school’s utility and peculiarity in strengthening education of socialist core value system, stressing that students’ self-education should be attached importance to and strengthened, to breed a positive external environment. Huang et al, with background of building harmonious society, considered that, the principle “Human Being First”, “Harmony and Unity”, and “Keep Pace with Time” should be followed with, to optimize the management carrier, integrate the cultural carrier, expand the activity carrier, solidify the classroom carrier, and seek the emerging carrier. From the angle of ecological view, Huang Bichun diagnosed into the connotation and characteristics, and concrete exhibition of ecological crisis of current ideological education on college students, and explored into the methods and means of optimizing ecological value of college students’ ideological education from the purview of education’s ecology. Peng Hua, from the vision of human care, put forward that, Marxism guidance and human care assurance system must be adhered to, for enhancing the peculiarity and utility of college students’ ideological education.

5.3 Recent new media based thinking (2009 ~ 2014)

In recent years, new media such as instant messenger (QQ), smart phone, WeChat, Micro-blogger, etc., bring about impacts on and challenges to ideological education efforts on college students. Xiao Guangrong and Yu Jiao held that, in the 3G era, corresponding countermeasures should be made from the aspect of subject, object, media and environment. Hu Yubo et al starting with mobile phone, had an investigative study on the college students’ use of mobile phone, and proposed to construct utilizing mobile phone medium new model and approaches for ideological education. Ying Xiaoming held that, Micro-blogger’s uniqueness to information dissemination was the root cause for the challenged posed to ideological education of college students, and in this context, Micro-blogger

network platform should be best utilized to effectively exploit new battle fronts for ideological education of college students. Whilst, Zhang Xiuli and Li Zhaodan, starting with QQ's positive and negative impacts on college students, put forward regulation, supervision and guidance should be enforced in the use of QQ.

6. Conclusions

Summing up, since the beginning of the 21st century, China's academic circle presents growing attention over ideological and political education of college students, a contingent of leading scholars and nucleus research institutions with right of speech are produced, their hotspot researches partake of certain continuity and contemporaneity, and the theoretical basis of their researches are scientific and well-founded. Besides, as it should be noted, due to the limitations on ideology and source of database information, this article only investigates into the research results of China's own scholars, and has not related to the opinions and views of foreign scholars.

7. References

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