Research on the Improvement of Counselor's Professional Ability According to the Network Public Opinion of College Students

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Abstract: The network public opinion of college students has become an important reference to improve the professional ability of college counselors in the era of all media. The study explores the path of improving the professional ability of college counselors according to the positive and negative network public opinions of college students. The system of professional ability improvement including four methods was constructed. Firstly, great attention shall be paid to the investigation of personal ethics and awareness of law-abiding before the job. Secondly, the training content of college counselors shall be improved based on the network public opinion. Thirdly, it is necessary to increase the enthusiasm of college counselors to improve professional ability by optimizing the mechanisms of encouragement. Fourthly, exploring of Innovation idea to develop "Affairs-Practice-Research" type college counselors.

Ideological and political education is the lifeline in colleges[1]. College counselors are the organizers, executors and guiders of the daily ideological and political education of college students. The college counselors' professional ability (hereinafter referred to as CCPA) is directly related to the effectiveness of college students' ideological and political education and the realization of the Task of Moral Education. The documents issued in recent years, such as further strengthening and improving the college students' ideological and political education (hereinafter referred to as Opinion), regulations on the construction of college counselors in general colleges (hereinafter referred to as Regulation), professional ability standards of counselors in colleges" (hereinafter referred to as Standard), opinion on deepening ideological and political theory courses all paid special attention to the improvement of counselor's ability. These documents emphasize that we should constantly enrich the work connotation of counselors and improve the initiative of professional ability improvement of counselors. College students' information receiving habits and life style have changed profoundly in the information age, which brings unprecedented opportunities and challenges to the work of counselors[2]. The study analyzes the focus of improving the professional ability of counselors from the perspective of college students' network public opinion, so as to provide references for the improvement of counselor's professional ability.

1. The Network Public Opinion of College Students is an Important Reference for Counselors to Improve their Professional Ability

Scholars think that network public opinion is the reflection of real public opinion[3]. At present, the research of public opinion in domestic colleges mainly focuses on the concept of public opinion, the law of network public opinion dissemination, the characteristics of college students' network public opinion[4]. The network public opinion of college students (hereinafter referred to as NPOCC) refers to the comprehensive performance of college students' emotional response, ideological cognition, value judgment and opinion tendency to the work of counselors. The study of NPOCC has important significance for the improvement of CCPA in the era of all media. In the theoretical dimension, NPOCC is the direct feedback of the lack of counselors’ work. It can not only understand the ideological dynamics and behavior demands of college students, but also provide
references for counselors to better carry out their work. It is conducive to improving the scientific and effective work of counselors. In the practical dimension, NPOCC requires counselors to improve their ability to grasp the characteristics of college students' use of the internet.

Improving the CCPA according the analysis of the NPOCC is the internal requirement of promoting the professionalization of counselors in new era. However, at present, there is a lack of integration between the conventional channels and the channels of NPOCC reference. Additionally, there is a risk of disorder of NPOCC related to counselors. As the teacher who has the longest time and the deepest feelings with college students, the negative public opinion related to counselors is easy to produce secondary public opinion, which is easy to weaken the counselors’ initiative of professional ability improvement. However, when the education department or colleges improve the professional ability of counselors through conventional channels, they fail to fully consider the enlightenment of network public opinion, which leads to the weakening of the effectiveness. On the other hand, the fragmented and superficial NPOCC reflects the lack of professional ability of counselors with single or one-sided characteristics, which is also not conducive for counselors to improve professional ability.

2. Exploring the Key Points of Improving CCPA According to NPOCC

The NPOCC not only includes the common media such as wechat, microblog and blog, but also includes the special public opinion media platforms such as University Forum[5]. College students communicate and discuss public opinions through interactive comments, words, short videos, pictures and other ways. The study explores the ways of the improvement of counselor's professional ability by positive and negative methods. It takes forty-nine negative network public opinions of college students related to counselors of the Internet in the past ten years as research object, and selects the National College Counselors of the Year (hereinafter referred to as NCCY) in the past 5 years as reference.

2.1 The analysis of the main situation of college students' negative network public opinion

The internet has become a new carrier of public opinion in colleges in the era of self media[6]. The negative network public opinions of college students related to counselors are mainly collected from Microblog, Baidu Post Bar, Zhihu, Tianya Forum, Douban, Tencent and other network platforms, which has more than 32 million internet views. It is found that public opinion mainly reflects the counselor's illegal behavior, moral problems, bureaucracy, improper performance of duties, scholarship selection, Party member development and management methods according to the analysis of the public opinion. Generally speaking, there are three trends of the NPOCC. Firstly, the NPOCC has generally increased since 2014, which is shown in the figure1. The public opinion reached the maximum value in 2018, which may be related to the relevant documents of counselors, such as the Standard issued in 2014 and the regulations on the construction of counselors' team in colleges (hereinafter referred to as Regulation 2) issued in 2017. After the above document is issued, the professional display of counselors has been improved, and the society and college students’ expectation of counselors also increased. Secondly, NPOCC shows a trend of centralization. According to statistics, the top five public opinion publishing platforms are Zhihu, Douban, Tianya Forum, Baidu Post Bar and Weibo. These platforms are the main platform for students to express their dissatisfaction with counselors, which should be highly concerned by ideological and political educators. Thirdly, the secondary public opinion shows a tendency to increase. According to incomplete statistics, nine public opinions have over 130,000 views, and the highest public opinion named college students resist counselors anonymously on the internet has 20 million views, which generates strong secondary public opinions.
2.2 Extracting the key points of improving CCPA according to the negative NPOCC

Taking the negative NPOCC related to counselors as the research object, the study extracts and classifies the lacks of counselors' professional ability. It is found that the lacks of professional ability of counselors are mainly concentrated in five aspects, daily affairs management, teachers' ethics, improper performance of duties, ideological and political education and ways of working, and the distribution of specific problem is shown in Figure 2. Because counselors have the dual identities of manager and teacher, the focus of professional ability improvement are divided into two categories.

The first category is to study the lack of professional ability based on the role of counselors' managers. From the perspective of nine responsibilities required by the counselor's professional ability, the top three lacks reflected by NPOCC are daily affairs management, ideological and political education, party, league and class construction. Among them, college students have the most demands for daily affairs management, accounting for 80.52%. They mainly question the fairness of counselor's award and superior evaluation work, the fairness of the comprehensive evaluation rules, the standardization of ask for leave system, the contact system between family and school, scientific management of students. The second category is to study the lack of professional ability based on the role of counselors' teachers. The problems of counselors mainly focus on the moral problems, improper performance of duties, ways of working, among which the most reflected is the moral problems, accounting for 51.11%. These problems are mainly related to the lazy work style, the vulgar words and deeds, the poor awareness of active service, the poor spirit of utter devotion of counselors. It is worth noting that the phenomenon of counselors' illegal behavior reflected by public opinion has become a prominent problem, which has a huge negative impact on college students.

![Fig.1 Distribution of the negative NPOCC related to counselors](image)

**Fig.1 Distribution of the negative NPOCC related to counselors**

![Fig.2 Classification and comparison of the problems reflected by college students’ network public opinion](image)

**Fig.2 Classification and comparison of the problems reflected by college students’ network public opinion**
2.3 Extracting the key points of improving CCPA according to the positive NPOCC

In order to cultivate a high-quality and high-level college counselors’ team, the Ministry of Education has organized ten times of NCCY selection activities since 2008, and more than a thousand counselors were selected as NCCY successively. The deeds of NCCY were publicized through online platforms such as Guangming Daily and Xinhuanet. General secretary xi jinping and other leaders also received the NCCY, which led to a strong demonstration and radiation effect. Taking forty-five NCCY in recent five years as positive network public opinions, the study analyzes their advanced deeds, summarizes the homogeneity characteristics of excellent counselors, and extracts the focus of improving counselors' professional ability.

The general situation of NCCY is shown in table 1. The gender and age structure of the NCCY tend to be reasonable. Their educational background, professional title, rank and other structural characteristics are prominent. Generally speaking, it presents four characteristics. Firstly, they have rich practical experience. There is a strong linear correlation between counselors' professional ability and their working years. The working years of the NCCY are all four years or more, among which 65% have worked for more than 6 years. Secondly, they have a high level of theoretical research. A total of 23% of the NCCY studied for doctor’s degrees, and 31% of NCCY had titles of associate professors, each of whom had at least 4.5 research subjects. Thirdly, they have a strong sense to improve their professional ability. They take an active part in various kinds of training, such as training for psychological counselors and career directors. At the same time, more than 46% of NCCY explored innovative approaches of the work. Fourthly, they have a high level of professional. They have an obvious trend of active professional, strong work initiative and good work effect. 85% of NCCY are responsible for student work.

Table1. General situation of NCCY in recent five years

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<td>985 and 211 universities</td>
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3. The Analysis of the Regular Channels of Improving CCPA

The publication of the Standard indicates the development of counselors is on the way of professionalization, which points out the direction for the improvement of CCPA. The Standard is a programmatic document for the improvement of CCPA. It emphasizes to further strengthen the policy guidance for counselors development, which provides a basis for the relevant departments to improve CCPA. This document has greatly promoted departments at all levels to further improve the access, assessment, training, development and exit mechanism of counselors. With the publication of Opinion, Regulation and other relevant documents, and the convening of the national conference on ideological and political education in colleges, the state emphasizes the importance of the access, assessment, training and development of counselors. Therefore, this study puts
forward the access, assessment, training and development as the regular channels of improving CCPA.

4. Improving the CCPA through the Integration of NPOCC Reference and Regular Channels

Integration is not a simple superposition or free combination, but to achieve the goal of integration as a whole\(^8\). The following four aspects can be explored to improve the CCPA through the integration of NPOCC reference and regular channels.

4.1 Great attention shall be paid to the investigation of personal ethics and awareness of discipline before the job

According to the above research, counselors' ethics and discipline problems have become the focus of NPOCC, which is embodied in counselors' use of authority to demand bribes, fraud, sexual harassment, corruption, lack of responsibility, seeking for personal interests and so on, which seriously damages counselors' professional image. To do well in the selection of counselors is the basis work to improve CCPA. It is important to pay close attention to investigating the personal ethics and discipline of counselors. The investigation can be carried out from two aspects. The first is to check the students' work experience, and judge their ethics level and discipline awareness through their personal files. The second is to observe not only the overall performance of the counselor, but also the details. Some counselors perform well before their job, but there are some non-critical defects that may damage counselors’ professional image, such as the awareness of active service is poor, the spirit of utter devotion is not enough, and weak sense of rules. If these problems can not attract the attention of counselors, they may evolve into key problems, hindering the improvement of CCPA.

4.2 Integration of the training contents of counselors

Training is an important channel for counselors to improve their professional ability. At present, the diversified training system for counselors has been basically formed, but because the professional attribute of counselors is not clear, the effectiveness of training is not good, and even the training content is not related to counselors. Therefore, we should focus on three aspects to improve the integration of training content. First is to enhance the pertinence of training. The NPOCC shows counselors need to focus on improving their professional abilities in daily affairs management, ideological and political education, party, league and class construction. Therefore, we should actively carry out the practical training of counselors, especially in the aspects of ward and superior evaluation, comprehensive evaluation, the system of ask for leave, management of students and so on, which are related to the vital interests of college students. The second is to improve the systematic training of counselors. The NPOCC shows there are outstanding problems in the discipline and work style of counselors, so we should take the discipline and work style education as the important content of training. However, the current training system is less involved. The third is to enhance the ideological content of training and pay attention to the professional education of counselors. The above research shows that NCCY with outstanding theoretical and practical research ability and high enthusiasm for doctoral degree. Therefore, we should attach importance to exemplary effect of NCYY on the training of counselors. Meanwhile, it is important to cultivate the professional culture of counselors, which can enhance the professional identity for counselors.

4.3 Improving the enthusiasm of counselor's professional ability through the way of putting the interests point advanced

The interest point is to be able to give counselors benefits or incentives\(^9\). Different people have different interest. For college counselors, it may be the promotion of professional titles, favorable treatment, regular training opportunities, or the recognition of students, leaders or society, or even the realization of life value beyond utilitarian considerations. For higher education, the interest of improving CCPA lies in strengthening the construction of counselor team, promoting the
professional development of counselor team, and finally raising the ideological level of college students. This reflects the national will and social expectations, but counselors' understanding and acceptance is relatively passive. Taking the interest point in advance can give counselors immediate and visible incentives. The NPOCC reflects the problems of counselors, which forces counselors to change their working methods or attitudes, and stimulate counselors to consciously improve their professional ability. Therefore, the key point of the counselor's interests is to improve the reward and punishment mechanism of professional ability promotion, and associate the evaluation of college students to counselor with the reward and punishment of counselor, so as to improving the enthusiasm of counselor's professional ability.

4.4 Developing the type of affairs–practice–research counselors

Great changes have taken place in the environment of college students in new era. The traditional affairs oriented counselors can’t do job well in the new era. The above network public opinion research shows there is a strong correlation between the practical experience and the CCPA. In the new era, counselors should have a higher level of practice and theory, which requires counselors to become theorists and practitioners. Therefore, it is necessary for counselors to become affairs-practice-research type counselors. Regulations provide guarantee for the development of college counselors, which supports counselors to take part-time exercises in local party and government organs and enterprises. Standard also emphasize the importance of practice in the improvement of counselor's professional ability. At the same time, it is necessary to carry out precise assistance for the improvement of the professional ability. Teachers with high theoretical and practical experience, such as senior counselors, deputy secretary of the Party committee and professors of Marxism college, are respectively assigned to junior, intermediate and senior counselors. Finally, establishing a long-term mechanism to improve the professional ability of counselors, and gradually transform the single professional ability counselors to affairs-practice-research counselors.

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