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Research on the Application Path of App in the CCP Construction of Colleges and Universities

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Abstract: *With the development and application of new media technology, CCP (Chinese Communist Party) construction apps are gradually applied to ideological and political education in colleges and universities with its advantages of information systematization, convenient use and scientific management. However, there are still many problems in CCP construction apps in organization activities, ideological education, innovation and other aspects. Based on the analysis of the current development of CCP construction app in the application market, this paper focuses on the use and deficiencies of CCP construction app in university party members, and puts forward some feasible suggestions for improving the political literacy of student party members, perfecting organizational life, standardizing branch work, innovating activities and strengthening party cohesion.*

Key words: *Colleges and universities; CCP construction; App; Learning*

Introduction

With the development of mobile, intelligent and social new media technology, mobile Internet has become the main position for college students to study and live, and all kinds of social software and mobile clients emerge in endlessly. However, there are obvious discomfort in the organizational form and learning content of the traditional CCP construction activities in some colleges and universities. In order to promote the high efficiency and informationization of the education of student party members in colleges and universities, we need to make full use of the technical advantages of the new media platform on the basis of grasping the communication mode of the Internet. The emergence of CCP construction app has precisely become an important innovative platform for strengthening grass-roots party building in colleges and universities. The application of App model not only provides a new way to obtain information and growth model for college students, but also helps to create a new situation of college students' party building work.

Analysis of the Development Status of CCP Construction Apps

With the popularity of mobile terminals, the advantages of large user group, full function, convenience and cross-time-space of mobile application software are gradually emerging, and the number of party building App is also increasing. Local governments, enterprises and education have tried to explore the "Internet + CCP construction" model in depth.

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This study investigates more than 400 party building App applications in the Android application market, and makes a statistical analysis of user ratings, installation times, version information, update time and developers. Through the comparison of the data, 20 representative party building applications are selected for detailed study, as shown in the following table:

Table 1 CCP construction apps commonly used in the Android market

No.	Name	User rating	Installation times	Occupied memory	Version information	Update time	Developer
1	Learning Power	4.9	32680000	93.58	2.7.1	2019/11/26	Central Propaganda Department
2	Lighthouse Party Building Online	4.8	1150000	20.11	V2.0.2862	2019/10/25	Shandong Province
3	Yunling Peak	3.3	720000	82.65	1.1.11	2019/11/30	Yunnan honglingyun Technology Co., Ltd
4	Party Building	-	340000	2.13	2	2016/1/10	Beijing Dongfang Chenxu Technology Development Co., Ltd
5	Party Building Cloud	2.9	170000	86.57	4.3.6	2019/11/26	Tianjin Tianfang Technology Development Co., Ltd
6	Party Member's Schoolbag	3.4	65000	39.54	4.2.1	2019/9/28	People's Publishing House
7	Party Member E-Family	3	26000	53.6	2.2.6	2018/11/6	Fujian Party member education management comprehensive service platform
8	Jiangxi Party Building Cloud	-	21000	36.21	4.1.4	2019/12/2	Jiangxi Guotai Limin Information Technology Co., Ltd
9	E-Party building	-	11000	6.19	3.5	2018/8/14	Beijing Tianhe Internet Information Technology Co., Ltd
10	Party Building Technology	-	11000	35.44	3	2018/7/26	Inner Mongolia Qingcheng Network Technology Co., Ltd
11	Pioneer E-Party Building	-	5000	62.33	6.7.4	2019/1/4	Beijing Xianfeng Community Party Building Research Center
12	Party Building Supermarket	-	2000	2.84	1.1.9	2019/11/12	Shandong Xinyue Information Technology Co., Ltd
13	Smart Party Building	3	1196	59.6	1.2.2.1	2018/1/29	Beijing Digital Navigation Network Technology Co., Ltd
14	Party Building in Colleges and Universities	-	1000	5.68	1	2018/12/3	Beijing Tianhe Internet Information Technology Co., Ltd
15	Party Building	-	1000	18.6	10	2018/12/18	Wuhan Jiaoyun Huizhi Information Technology Co., Ltd
16	Chengdian Pioneer	-	1000	27.86	2.2.3	2018/11/9	Chengdu Research Institute of University of Electronic Science and technology

17	I Am A Party Member	-	263	28.86	1.2.4	2016/12/5	China group think tank Beijing Information Technology Research Co., Ltd
18	Hujiang Cloud Party Building	-	130	-	2.3	2014/5/31	Shanghai University of Technology
19	Xi'an Jiaotong University Party Building	-	-	-	-	-	-
20	Zhejiang Normal University Party Building	-	-	-	-	-	-

Among the more than 400 party building apps surveyed, according to functions and characteristics, we can be roughly divided into the following four types:

Service platform

In the process of party building education in colleges and universities in the past, due to the limitations of time and space, the communication between party members is often faced with the problems of low efficiency, single form, absence of party members and low enthusiasm. Carrying out offline party building through mobile phones not only caters to the habits of contemporary college students, but also facilitates the unified communication management and activity organization of the party branch.

The model of "publishing tasks online-completing offline-submitting online" not only standardizes the organization's workflow, but also innovates the form of activities. For example, the "Party Building Supermarket" takes the party members' claimed items and the points earned as a criterion for assessment. In addition, mobile phone users can also find a sense of belonging through activities that are rich in online forms, highly interactive, and participate in a wide range of activities, so as to improve their enthusiasm and initiative in social practice.

Learning platform

We find that the traditional model of "organizing from party to party members" in some colleges and universities is basically unchanged, and still emphasizes the use of written materials as a reference standard for task completion, which easily leads to formalism. Due to the lack of innovation ability and communication environment, the learning form of college student party members still stays at the level of written materials, branch meetings, collective movie viewing, and writing experience, and lacks in-depth knowledge. The mobile client can innovate the learning model of party members by gathering a large number of open courses, movies, songs, documents, books, etc. that can be read free of charge, making up for the lack of data, single channels, and boring content. The massiveness, easy availability and diversification of information have greatly improved the learning autonomy of college students. Taking the "Learning Power" app as an example, since its launch on January 1, 2019, the country has quickly begun to promote the application. As of December 1, the client has been downloaded more than 36.28 million times, among which party members of major college students have also become The main users.

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Resource platform

The party building work in colleges and universities must not only insist on reform and innovation, but also adhere to its own correct direction. The resource app features "have authoritative resources and keep up with current hot spots" as its own characteristics. It regularly updates and pushes in real time for the majority of users. It has become a window for disseminating party building culture and information, and it is also an advantageous tool for party members to learn independently in the new period. For example, in order to meet the all-day, authoritative and diversified learning needs of an increasingly young party member team, the "Party Member Schoolbag" relies on all party building books published by the People's Publishing House to systematically integrate various authoritative learning resources. In addition, this software takes Xi Jinping's travel schedule as the main line and always pays attention to the party's dynamic information, so that college students can grasp the development trend of the country at the first time.

Comprehensive platform

In all party building apps, integrated mobile clients account for the largest proportion. With the development and application of information technology, the functions that terminals can carry are more and more complete, and the user experience is becoming more and more friendly. Such platforms integrate functions such as information, learning, activities, management, publicity, and assessment, and fully demonstrate the advantages of "informatization + party building", that is, multi-angle and comprehensive promotion of party building integration. College students can download all the app to arrange all the party building work. Judging from the overall ecology of the current application market for party building apps, although the development, operation, and maintenance costs of such apps are relatively high, the user's demand is very obvious. For example, "Smart Party Building Cloud" as a comprehensive service platform, in the development process with "6 major platforms, N services" for the function of advertising.

The position of party building in the education of college students is very important. The apps that are accessible and instantly downloaded not only enrich the content of party education in colleges and universities, but most importantly, at the moment when the global multicultural integration, the party building app spreads positive information and integrates the correct values into university life to help colleges and universities students establish correct ideal goals and values.

Analysis on the Use of App in Party Construction in Colleges and Universities

After the above sorting and analysis, we found that the party building work gradually develops towards autonomy, diversification and convenience through the mobile client. The types, functions, and contents of apps are constantly enriching and developing, but they have not really entered college education. At the same time, there are few apps that are loved by students. From Table 1, we can also see that the overall scores of "Learning Power", "Beacon Party Building Online", "Yunling Pioneer" and "Party Member Schoolbag" are high. In addition, the use of other apps generally presents a cliff style drop. Therefore, the party building app's "full bloom" is only a superficial phenomenon, and most party building apps have already survived due to the

lack of users and the lack of timely updates.

In addition, some colleges and universities have also tried to open their own party building apps, such as Shanghai University of Technology's "Shanghai River Party Building Cloud", Zhejiang Normal University's "Zhejiang Party Building", Xi'an Jiaotong University's "Xian Jiaotong University Party Building Learning Platform", and the University of Electronic Science and Technology of China "Shengdian Pioneer" party building work app, etc. However, the functional sections of these apps are too simple, and can only basically meet the online publishing of organizational activities, and the daily communication and learning effects of students cannot be well presented. Taking a college in Beijing as an example, we conducted a sample survey of more than 200 student party members and teacher party members in the school and found that the use of party building apps in college party building has the following problems.

Negative user attitude, less high-quality software

First of all, shallow reading and fragmented reading have gradually become the normal state of learning for current college students. The use of party building apps in colleges and universities is facing the current situation of younger objects, more complex content, and weaker targeting. Due to the fixed development model of party building activities, more and more post-90s and post-00s party members have difficulty in generating strong learning interest in knowledge that is more theoretical. The survey found that 85% of the student party members said that their enthusiasm and enthusiasm for learning will decrease with time, and the attendance rate in the politics class is low.

Second, there are not many high-quality party building apps that meet the learning needs of college students. 80% of the student party members downloaded the "Learning Power" App on their phones, and 25% of them said that the original intention of downloading the software was because of the school's hard requirements. The students who have been in contact with other niche party building apps believe that the application software content is poor, the operating experience is poor, and the single function is more obvious, which causes a large number of users to lose.

Finally, for mobile phone users, the memory occupied by the software also determines whether the user downloads the software. Party building activities in colleges and universities will be held regularly, and the interval is relatively long, so the frequency of App usage will also decline. 37.5% of the student party members said that after completing the assigned tasks, they often deleted the software in consideration of the problem of occupying memory, and generally did not actively and continuously use other functions.

Neglecting content and appearing formalism

The application of information technology to Party building is not only the objective requirement of the development of the information age, but also the inevitable requirement of the reform and innovation of the party building work. However, in the actual processing process, due to the weak sense of responsibility of some departments, the party building work will also fall into formalism mistakes.

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First, from the perspective of Party members' own learning situation, through the survey, 65% of student party members often lack of in-depth exploration and thinking of theoretical knowledge when they use "Learning Power" and "Party Member Schoolbag" for learning, even for the purpose of completing the tasks of the branch. As a result, the personal quality of party members can not be substantially improved and the training work can not be implemented.

Second, From the perspective of organization and supervision of the party building work in Colleges and universities, the feasibility of the party work of relevant party organizations in Colleges and universities lacks comprehensive consideration. In order to encourage students to actively participate in a number of social practices and cultivate their sense of social responsibility, each branch often publishes a variety of activities online. However, due to the lack of operability and corresponding supervision measures, the practical activities can not give full play to its educational value and significance, resulting in a waste of human, financial and material resources. More than 70% of college student party members and cadres said that, especially in the voluntary party building activities in Colleges and universities, due to the difficulty of supervision, there are frequent situations of placing photos and P-charts in the homes for the aged, memorial halls and volunteer activities.

Third, from the perspective of the completion process and recovery effect of the party building work in Colleges and universities, most of the party building apps can only play the role of releasing tasks and recording achievements at the beginning of practical activities, while the methods and related processes of Party members' practical activities cannot be recorded. In addition, the experience exchange and activity summary in the late stage of Party building work are still mainly concentrated offline, and even lack of feedback from Party members. There is formalism in the use of app.

Function is unclear, effect is not good

Among the respondents, 38% of student party members have never used other additional functions of party building apps. Taking the “Learning Power” as an example, about 80% of the student party members are limited to reading articles, short news videos, and daily answers. Their main purpose is to achieve the growth of points. However, in addition “Learning Power” helps students learn the socialist ideology with Chinese characteristics in the new era, it also gathers a large number of freely available periodicals, open classes, songs, movies, books, etc.

There are many high-quality learning resources and functions in the party building app, such as online party affairs knowledge learning, party class training, online examination system, and video education. However, in most cases, the above operation boards have not been thoroughly developed. On the one hand, the reason is that the school did not dig out the software functions and lacked a special responsible person. On the other hand, colleges and universities lack innovation and in-depth experience of party building in colleges and universities in the new Internet era. The combination of party building activities, ideological and political education and students' daily life is not close enough, and the management and learning mechanism needs to be improved.

The Application Path of CCP Construction App in Universities

In view of the above problems, we believe that party building apps can have the following application paths in colleges and universities.

Improve sociality and enrich application forms

In the context of media integration, each individual is the center of communication, and the social relationship network formed by this has become an important communication channel for information under the new situation. Through interactive columns, topics, topics, and new media social platforms, peer-to-peer sharing, linking, and weaving of communication networks have become daily operations for current users. Party building apps can realize the communication and interaction between party members and users within the grassroots organizations and the impact on the surrounding groups, and build a social circle between party members and users. This is also an important breakthrough for improving the effectiveness of party building work under the background of Internet + party building. All colleges and universities should do a good job in high-level leadership and construction work, improve the construction of campus student exchange communities, and encourage teachers and students to actively develop political theories and ideas.

Enhance the immersion experience and enrich the content function

In the process of using the party building app, colleges and universities should also fully consider how to enhance the user's immersive experience and use content advantages to attract party members to use. For example, "The Powerful Learning Country" H5 was so fun on the Internet. This work uses the new media propaganda method to tell users that there are so good resources and learning materials in the "learning power", and they are all free and selected. Software developers have highlighted the advantages of "learning power" software without advertisements, simple interface, and complete resources, which has further expanded the user community and enhanced the attractiveness and influence of the content.

Therefore, the party building work in colleges and universities should use the usage habits of college students as the main reference standard and give full play to its own content advantages, such as the MOOC resources, audio and video resources in the "learning power". On the one hand, with the help of big data technology, through the analysis of user habits and operating paths, accurate and intelligent recommendations are made for party members with different needs. On the other hand, you can also use the "learning points ranking" section to combine party members' learning with evaluation and promotion, and enhance user viscosity.

Promote online and offline interactions to enrich usage scenarios

The party building work in colleges and universities should combine online and offline to give full play to the characteristics of the two in their respective fields. Launch activities online, implement management offline, coordinate online offline, enrich offline. For example, the daily learning, party payment, management, discussion and other activities are completed online, while the party members' conversations, meetings, and practical activities need to use the "face-to-face" offline method. The usage scenarios of the party building

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app can be more abundant. For example, the video conferencing function of "Learning Power" is very practical and can gather people from different places. With the party building app, you can overcome the difficulty of meeting in multiple campuses and multiple majors at the same time.

Conclusion

Informatization of party building in colleges and universities is still at an early stage. In addition to party building apps, party building in colleges and universities is also trying to use Weibo, public accounts, websites, etc. for innovation and reform. Compared with Weibo, public account and web page, mobile phone client has obvious advantages in information aggregation, online interaction, intelligent push and branch management. Although there are still some problems in use and application, with the development of technology and policy guidance, I believe that the application path of party building apps in college party building will be broader. How to further enhance the attractiveness of the party building app in colleges and universities, how to enhance the immersive experience of student party members and users, and how to integrate the "Internet + party building" work model into innovation will be worthy of further exploration in the future.

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