Guidance and Application of Ideological and Political Education for College Students in the Internet Era

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Abstract: At present, with the rapid development of Internet technology and the advent of the Internet era, it provides a new opportunity for the development of Ideological and political education for college students. Under the background of "Internet +" era, there are still many problems in Ideological and political education for college students. Based on this, this paper discusses the impact of the Internet on the ideological and political education of college students from both positive and negative aspects, and analyses the dilemma faced by the ideological and political education of college students in China in the Internet era. The strategic focus of ideological and political education work of college students has shifted, the content of ideological and political education of college students has lagged behind, and the subjective status of ideological and political educators of college students has been challenged. It also puts forward a series of countermeasures to strengthen the ideological and political education of college students in China in the Internet era from four aspects: using new Internet media, regularly updating the contents of Ideological and political education in Colleges and universities, and improving the network teaching ability of Ideological and political teachers. It is hoped to provide some reference for Innovating Ideological and political education of college students in China and improving their ideological and political quality.

1. Research Background

1.1 Literature review

Mu Jianye and Cui Fengwen analyzed the current situation of Ideological and political education in Colleges and Universities under the new media environment, and emphasized the importance of strengthening ideological and political education in Colleges and Universities under the new media environment.And from the use of teaching resources and network resources in the new media environment, and the emphasis on ideological and political education under the new media environment, the countermeasures for strengthening ideological and political education in colleges and universities are proposed (Mu and Cui, 2018). Zheng Zheng discussed the influence of the Internet on the ideological and political education of college students, and put forward some countermeasures to strengthen the ideological and political education of college students (Zheng, 2018). Song Zhenhang and Chen Yongyong believe that "Internet +" has had an impact on all walks of life. Only by focusing on the use of new media resources, innovating educational content and forms, and mobilizing support from all sides can we continue to strengthen ideological and political education in colleges and universities (Song and Chen, 2018) . Xing Rong and Feng Yuzhi analyzed the current situation of Ideological and political education in Chinese universities, and put forward some strategies to change the ideological and political education in Chinese universities (Xing and Feng, 2019). Jia Rui and Lin Mei briefly analyzed the impact of Internet on Ideological and political education in Colleges and universities, and put forward a series of measures to strengthen ideological and political work in Colleges and universities in the Internet era (Jia and Lin, 2018). Ge Huacong pointed out that college students based on the new characteristics of the Internet, and pointed out the opportunities and challenges faced by ideological and political education in colleges

and universities based on the Internet. It is pointed out that the implementation path of Ideological and political education in Colleges and Universities under the Internet (Ge, 2019) should be carried out through persisting in classroom education as the leading factor, establishing the guarantee system of practical results, and improving the assessment system. Wang Huancheng analyzed the dilemma of Ideological and political education in Colleges and universities caused by mobile internet, and put forward some countermeasures of Ideological and political education in Colleges and Universities under the background of mobile Internet (Wang, 2017). Wang Guangzhi believes that the arrival of the big data era has brought the following opportunities for ideological and political education in Colleges and universities: to grasp the ideological trends of College students, to provide data support for teaching, to enhance the effectiveness of teaching, and to put forward the Countermeasures of Innovating Ideological and political education in Colleges and Universities under the new big data era (Wang, 2018).

1.2 Purpose of research

In the new era, along with the rapid development of China's Internet information technology, people's ideas and lifestyles have also undergone tremendous changes. The traditional one-way indoctrination mode of Ideological and political education for college students has been difficult to meet the new requirements of the current ideological and political education work, and there are many problems to be solved urgently. Colleges and universities should keep pace with the times, comply with the requirements of the development of the times, use Internet technology and new media based on their own actual situation, constantly innovate the ideological and political education of College students, improve the effectiveness of Ideological and political education in Colleges and universities, and then improve the ideological and political quality of Contemporary College students. In view of this, this paper attempts to analyze the dilemma faced by the ideological and political education of college students in China in the Internet era, and then put forward targeted countermeasures and suggestions, in order to provide reference and suggestions for strengthening the ideological and political education of College students.

2. The Influence of Internet on College Students' Ideological and Political Education

2.1 Positive influence

Internet not only changes the traditional way of information transmission, but also affects the traditional ideological and political education mode of College students. Based on the rapid development of Internet technology, the online teaching platform breaks the dependence of traditional ideological and political education on the classroom. Ideological and political education can break through the limitations of time and space, effectively guarantee the instantaneity, initiative and flexibility of Ideological and political education in Colleges and universities. College students can flexibly carry out personalized ideological and political education. It further improves the effectiveness of Ideological and political education for college students. In addition, under the background of "Internet +" era, the Internet has the characteristics of convenience, initiative and openness, which makes information transmission more rapid. College students can get rich resources of Ideological and political education in time, so as to continuously improve their ideological and political quality.

2.2 Negative influence

The rapid development of the Internet has led to an increase in information resources and access to information. However, the Internet is full of obscenities, violence and other bad information. Due to the virtuality and uncontrollability of the Internet itself, it is difficult for college students who are active in thinking and accepting new things to effectively identify the authenticity of information, and these bad information will seriously affect the physical and mental health of college students. In addition, under the background of "Internet+", the dissemination of western culture is faster and faster. Bad ideas in Western culture, including hedonism and money worship, will seriously affect

the world outlook, outlook on life and values of College students, thus affecting the smooth development of Ideological and political education for college students.

3. The Dilemma Faced by Chinese College Students' Ideological and Political Education in the Internet Age

3.1 The strategic focus of ideological and political education for college students has shifted

The openness of Internet itself and the complexity of Internet information increase the difficulty of Ideological and political education for college students. Internet enables college students to communicate and interact freely and conveniently on the Internet, which also leads to the continuous expansion of the space-time scope of Ideological and political education for college students. Some negative and energetic ideas fill the network space of Ideological and political education for college students. Various kinds of Internet information constantly erode the achievements of Ideological and political education for college students. In the Internet era, ideological and political education in Colleges and universities should not only establish and improve the monitoring mechanism of network public opinion, but also build a monitoring platform for college students to monitor their thoughts and behaviors in the network space. College students'ideological and political education has gradually expanded to the field of network technology, and the strategic focus has also shifted to the research of network information technology. In the Internet era, ideological and political educators in Colleges and universities are required to master a high level of network information monitoring and filtering technology, and to be able to use the Internet technology in the virtual position of the Internet to carry out ideological and political education for college students.

3.2 College students' ideological and political education content lags behind

Internet is not only full of bad information such as pornography and violence, but also illegal acts such as network fraud. These problems have brought great challenges to the ideological and political education of College students. At present, the ideological and political education of college students has the problem of lagging behind the teaching content. The rapid updating of Internet information makes the teaching content prepared by college teachers seem outdated and lagging behind. The comprehensive popularization of smart phones can enable students to get all kinds of information at anytime and anywhere. In addition, college students have a certain degree of novelty-seeking psychology, which makes them disdain the ideological and political education teaching content. With the rapid development of the Internet, the teaching content of Ideological and political education for college students should keep pace with the times. College teachers should carefully select the teaching content and constantly improve the teaching effect by timely updating the classroom teaching content.

3.3 The subject status of ideological and political educators of college students is challenged

In the past, the ideological and political educators of college students played an absolute dominant role in information control. They were not only authoritative publishers, but also voice controllers, while college students could only passively accept information. The rapid development of Internet technology has gradually changed the status of ideological and political educators and college students in colleges and universities. College students have used the Internet to obtain massive information resources, their autonomy has been continuously improved, and they have mastered the right to speak, making college students thinkers and educators. The dominant position of information control is challenged. College students and ideological and political educators can enjoy information resources and teaching resources at the same time, even earlier than ideological and political educators in Colleges and universities occupy information resources, resulting in the shaking of the authority of Ideological and political educators in Colleges and universities.

3.4 The mode of ideological and political education for college students needs to be changed urgently

The traditional ideological and political education mode of college students belongs to one-way indoctrination teaching mode. In the Internet era, the sharing of knowledge, information and resources requires a new teaching mode. As the controller of mobile terminal equipment, college students can get a lot of information resources. They hope to be able to control the initiative of knowledge. The rapid development of the Internet has brought great challenges to the traditional ideological and political education model. Therefore, the current ideological and political education teachers in colleges and universities need to further change the traditional teaching mode, use the mobile Internet to carry out ideological and political education, continuously improve the interest of teaching, and mobilize the initiative and enthusiasm of college students. The traditional mode of Ideological and political education has the limitation of teaching in fixed time and space, while the rapid development of the Internet has broken the traditional mode of Ideological and political education. The Internet has the characteristics of interactivity and immediacy, which requires college students to break through the traditional mode of political education, through the offline and online two classrooms to teach, the use of micro-blog, WeChat public number and sound short video and other new media to carry out related teaching activities, which is conducive to breaking through the limitations of time and space, promote the dissemination of knowledge and enhance the interaction between teachers and students.

4. Innovative Path of Ideological and Political Education for Chinese College Students in the Internet Era

4.1 Using internet new media to improve the effect of ideological and political education for college students

In accordance with the new requirements of Ideological and political education, colleges and universities should integrate Internet thinking into the ideological and political education of college students and build a new Internet media platform. Ideological and political educators in Colleges and universities should not only use radio and newspapers, but also use new media such as micro-blog, QQ, Wechat public numbers and tremolo short videos to carry out ideological and political education for college students. In addition, colleges and universities should pay more attention to the construction of their own Internet positions, guide students to participate actively, and create a good atmosphere for ideological and political education of College students. The construction of Internet new media platform and the application of Internet new media are conducive to strengthening the interaction between educators and college students, promoting the sharing of knowledge and information resources, and further improving the ideological and political education effect of College students.

4.2 Relying on the internet platform, regularly update the content of ideological and political education in colleges and universities

The Internet has the advantages and characteristics of breaking the limitations of time and space, especially the new Internet media, which provides the possibility for the construction of college students' ideological and educational education resource database. Colleges and universities need to use Internet technology to build a database of Ideological and political education resources for college students, integrate scattered teaching resources, sort out and integrate the latest developments, high-quality ideological and political education courseware and advanced ideological and political concepts, so as to realize the continuous optimization and sharing of teaching resources. College students'ideological and political education should really keep pace with the times, timely understand and grasp the latest national policies, new trends of thought and new trends in the new era, and apply new theoretical knowledge to college students' ideological and political education activities, so as to continuously improve and update the teaching content of College Students'ideological and political education. College students' ideological and political

education workers should make full use of the timeliness of the Internet, supplement the latest hot issues, cutting-edge theory, principles and policies into the ideological and political teaching of colleges and universities, making the content of ideological and political education in colleges and universities more close to contemporary college students, so that they can contact to the latest teaching resources, so as to improve the status quo of college students' ideological and political education.

4.3 Strengthen internet technology training and improve the network teaching ability of ideological and political teachers

In the current era of "Internet +", college ideological and political teachers not only need to have a solid theoretical foundation, but also be proficient in using Internet technology. Universities should strengthen the network teaching and training of college teachers. First of all, ideological and political teachers in Colleges and universities should play their main role in learning, and use winter and summer holidays to participate in various kinds of network technology training, such as equipment and media use, courseware production and auxiliary software use. Secondly, colleges and universities should attach importance to the construction of Ideological and political teachers in Colleges and universities, focusing on training some excellent young and middle-aged ideological and political teachers, providing them with opportunities and platforms for communication, learning and training. Thirdly, ideological and political teachers in Colleges and universities should adapt to the change of teacher-student relationship and share information resources and teaching resources with college students as equals. Finally, University Ideological and political teachers should continue to strengthen collaboration and cooperation, achieve the division of labor and collaboration of professional ideological and political teaching team, actively participate in and cooperate with the construction of school curriculum team, regularly carry out exchanges and seminars, and constantly improve their ability of network teaching and new media application.

4.4 Using all kinds of new media technology, innovate the mode of political education for college students

Universities should make full use of Internet technology and new media technology to innovate the traditional ideological and political education model for college students. New media has the characteristics of wide audience, fast dissemination, large amount of information and strong interaction, which has unique advantages for ideological and political education of college students and is conducive to promoting the innovation and development of Ideological and political education model of College students. Ideological and political educators in Colleges and universities should make full use of the Internet platform to carry out ideological and political education, and strengthen the ideological and political education of college students with the use of MOOCS and micro class. Colleges and universities can also organize activities such as ideological and political essay collection and ideological and political knowledge contest through the Internet, organize students to watch various kinds of Ideological and political education videos, change the traditional one-way and indoctrinating teaching mode, mobilize students'learning enthusiasm through competition and interaction, and guide students to learn ideological and political teaching knowledge independently. And then improve the ideological and political quality of College students.

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