

Research on Innovation Mode of Transformation and Development of Ideological and Political Education in Colleges and Universities in the "Internet Plus" Era

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Abstract: Ideological and political education in colleges and universities is an important link to promote the construction and development of moral education, and also an important direction to cultivate high-quality and diversified talents. Especially in the context of the "Internet+" era, promoting the transformation of ideological and political education in colleges and universities, innovating the development mode, requiring schools to create an effective and targeted school culture atmosphere for college students, so that students can establish firm ideals and beliefs, always adhere to the correct political position, and be able to strengthen their determination and strive hard to provide impetus for the subsequent employment development and the realization of ideal goals. This article mainly based on the "Internet+" era, talk about the transformation of ideological and political education innovation model.

1. The Important Significance of Promoting the Transformation and Development of Ideological and Political Education in Colleges and Universities in the "Internet Plus" Era

In order to improve the teaching quality of ideological and political education in colleges and universities under the background of "Internet+" era, it is necessary for college teachers not only to actively change their teaching ideas and educational ideas, but also to create targeted and practical ideological and political education content for students in view of the current characteristics of college students' physical and mental growth, educational environment and social environment, so as to ensure that the enumeration of cases meets the requirements of students' development, and then lay a solid foundation for students to practice good moral cultivation.

1.1. To Facilitate the Development of Penetration Education

The development of "internet plus" ideological and political education is based on big data to observe and analyze the ideological and behavioral dynamics of college students in real time, so as to facilitate the effective ideological and political content of college teachers and help students solve ideological and political problems effectively. At the same time, taking the information and communication technology as the main core content, the second analysis of the big data obtained can also accurately understand the current problems of students' common troubles and recent ideological trends, which is helpful for teachers to analyze the hot social problems in the near future to solve the problems for students, to infiltrate the correct values, and to carry out targeted penetration education for students.



Figure 1 "Internet plus "operating system

1.2. To Conform to the Law of Students' Physical and Mental Development

Under the background of "internet+" era, all kinds of mobile terminals and internet technology emerged as the times require, and gradually popularized among college students. Students, whether it is micro-class card or test, can be directly carried out on the internet, which has a strong convenience. In this context, the effective combination of "Internet+" and ideological and political education can also enable students to actively accept the essence of ideological and political education, so that students can communicate with teachers in a timely manner outside the classroom, establish correct values through teachers' explanation and case analysis, and take the initiative to assume social responsibility to meet the needs of contemporary college students' physical and mental development.

2. The Impact of the "Internet+" Model on Ideological And Political Work in Colleges and Universities

2.1. Impact of Negative News

The development and progress of science and technology, on the one hand, massive information can enrich and enrich people's work and life, improve work efficiency. On the other hand, these explosive and blowout data have had some bad effects. Especially for the current college students, contact with Internet life, play online games, cookery and other activities have been full of students' daily life, even some students rely too much on the Internet, not only seriously delayed learning, but also kill their will. In this context, some students will be exploited by some bad information, or can be coaxed, some serious consequences such as naked loans or mistaken access to bad organizations, which seriously affect students' physical and mental health[1].

2.2. Impact on the Education Model

Based on the perspective of the traditional education mode, the development of the curriculum is often the face-to-face communication between teachers and students, the activities in the class are the majority, and the final teaching efficiency is influenced by the degree of acceptance of students, the way teachers teach, and so on. However, under the background of "Internet+", the ideological and political education courses in colleges and universities are arranged on the Internet, teachers can not directly supervise the students' acceptance effect like the traditional courses, nor can they give effective and timely feedback on the students' learning situation, which makes the distance between teachers and students become more and more distant to a large extent. Especially under the impact of all kinds of information flow on the Internet, some students often study selectively according to the degree of difficulty or their own interests. In addition to the lack of day-to-day supervision and management, some students may focus on using a few days to finish online classes and then hastily finish their homework. This inefficient learning model has seriously affected the effectiveness of students' ideological and political education, and has a negative impact on their

future employment and growth.



Figure 2 Impact of the Internet on college students

3. The Strategy of Constructing the Innovation Mode of Ideological and Political Education Transformation and Development in Colleges and Universities Under the Era of "Internet+"

3.1. Building an Effective Concept for the Transformation and Development of Ideological and Political Education

First of all, we should establish the concept of quantitative icon. Under the background of "internet+" era, the development of ideological and political education in colleges and universities needs to rely on internet technology to effectively analyze students' dynamic behavior thought for a period of time, and combine the information of social hot issues, students' preference data and enterprise's employment demand together to effectively analyze and utilize all kinds of educational problems as the basis for carrying out ideological and political education. For example, in response to the current employment problems that students are panicking about, teachers present relevant national policies, enterprise demand for employment, and data analysis in recent years to solve students' panic problems and enable them to remain optimistic about employment or education[2].

Secondly, we should set up the idea of individualized education. Personalized teaching is the prevailing trend in the field of education, especially in colleges and universities in the ideological and political education reform, according to the students' behavior preference, independent choice and recent thinking trends, targeted autonomous network learning, can effectively stimulate students' awareness of autonomous learning and independent learning, but also self-examination and analysis of their own situation, to find the crux of the problem. In addition, personalized learning needs to be accompanied by personalized guidance, teachers can aim at the current students' common psychological problems, such as employment pressure, interpersonal pressure, etc., to use the form of lectures or face-to-face conversation to help students open up the knot to solve their troubles. Or schools cooperate with social organizations to carry out orderly and targeted social practice activities, such as more interesting group jungle adventure, more public welfare to send warm performance activities, etc., to cultivate students good communication, active cooperation, and strengthen the efficiency of ideological and political education.

3.2. Actively Explore the Path to the Transformation and Development of Ideological and Political Education

First of all, we should give full play to the auxiliary function of big data and grasp the students' ideological and behavioral dynamics in time and effectively. When carrying out the concrete work of ideological and political education, colleges and universities can adopt the way of anonymous questionnaire to ensure that the questions in the questionnaire can reflect the students' arrangement concept, ideological idea, learning status and attention to the hot issues of the society, and so on. At the same time, the collected data is entered into the big database and analyzed dynamically. Secondly, the school also needs to set up a perfect ideological and political education training and training base, set up a special investigation student union organization, by the student

representatives to control and manage the students' ideological and behavioral trends, and make regular reports, so as to lay a solid foundation for the orderly development of ideological and political work.

Secondly, we should build a perfect multi-media interactive cloud platform to effectively expand the depth and breadth of ideological and political education. As an important product of the "internet+" era, ideological and political workers in colleges and universities actively carry out concrete ideological and political education activities, in addition to tamping the solid line under the platform and training base, but also need to build a perfect online multimedia interactive platform, extend the education space, but also close the distance between teachers and students. For example, in non-line class, teachers can post some recent hot news or hot topics on the platform, let the students have a heated discussion, can stand on the opposing sides to debate, can also be based on an argument to issue different views, and then by the teacher to make concluding remarks. In this process, students can broaden their thinking and realize their own shortcomings or advantages through the collision and exchange of ideas. Teachers can also use the students' speeches to understand their interests and views, so as to choose the right teaching plan. In addition, the construction of the platform can also extend to the social level, through the establishment of the website, accept the speech of the public, students take turns to maintain, promote the transformation and development of ideological and political education[3].



Figure 3 Ideological and political education in universities

Finally, we should innovate the teaching system of ideological and political education in colleges and universities, and scientifically integrate the content of network teaching resources. In order to innovate the teaching system of ideological and political education in colleges and universities, in addition to the construction of external platform, it is also necessary to scientifically integrate the offline learning resources, publish these contents on the online platform, record online courses, realize "Internet + excellent online courses ", and let students receive fresh ideological and political education anytime and anywhere. For example, teachers can add the latest current political cases to the online classroom, and add the latest ideas and guidelines of the Party to enable students to strengthen their own political literacy and ideological and moral cultivation through autonomous network learning. In addition, the recording of micro-video also allows students to use fragmented time to consolidate the ideological basis, with correct values to guide practice, so as to achieve life goals and ideals and continue to move forward.

4. Conclusion

Based on the background of "internet+" era, colleges and universities want to promote the transformation and development of ideological and political education, and study innovative education and teaching mode, we should effectively consolidate the ideological foundation, effectively understand the advantages and disadvantages that the current Internet can bring to ideological and political education, and refine and summarize the teaching ideas and teaching methods by giving up and choosing. In carrying out the actual teaching links, we should give full play to the auxiliary function of big data, grasp the students' ideological and behavioral dynamics in time and effectively; build a perfect multi-media interactive cloud platform to effectively expand the depth and breadth of ideological and political education; innovate the teaching system of

ideological and political education in colleges and universities, scientifically integrate the content of network teaching resources, and promote the depth of ideological and political education in colleges and universities, so as to lay a solid and effective foundation for the cultivation of high-quality innovative talents.

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