Study on the Challenges and Countermeasures of Ideological and Political Education in Colleges Based on the Internet Background

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Abstract: With the rapid development of the Internet, the ideological and political education model of colleges, the improvement of the professional ability of college counselors, and the physical and mental health of college students are facing challenges; at the same time, the innovation of ideological and political education carriers and methods in colleges has ushered in new opportunities, and the space and channels for college ideological and political education Keep widening. As a college counselor, you should take the initiative to occupy a new front of online ideological and political education, strive to build an online education platform, strengthen online interactive communication, pay close attention to online dynamics, and continuously improve your professional qualities and professional capabilities, so as to enhance the ideological and political education of colleges. It is scientific and practical to explore.

1. Introduction

With the advent of the Internet + era, the Internet has become one of the important battlefields for various ideologies. Regarding the teaching work of ideological and political education in colleges, whether it can firmly control the initiative of the Internet ideological and political education position is of great and far-reaching significance. The "Opinions of the Central Committee of the Communist Party of China and the State Council on Further Strengthening and Improving the Ideological and Political Education of College Students" issued by the Office of the State Council of the Central Committee of the Communist Party of China clearly stated: "Under the new situation, we must actively occupy the new front of online ideological and political education and form a network ideological and political education work system. Internet ideological and political education initiative." The powerful functions of the Internet and convenient information interaction have brought earth-shaking changes to people's study and life, and the number of netizens among college students is increasing day by day. According to the 2015 "Statistical Report on Internet Development in China", "As of December 2014, the number of Internet users in China had reached 649 million, and the Internet penetration rate was 47.9%." In terms of quantity, it is still in terms of the degree of attention and activity. In terms of degree, they are an important part of China's huge group of netizens. This group is also the subject of ideological and political education. This undoubtedly brings a series of new challenges to our traditional ideological and political education. How to deal with this new challenge under the new situation has undoubtedly become a problem facing college educators who need to think carefully and properly solve it.

2. The Influence of the Internet + on Ideological and Political Education in Colleges

The Internet + has led to significant changes in the ideological and political education environment. With the advent of the Internet + era, the traditional education model of education, management, and environment education in colleges has been extended to the network virtual space. The main channel and main position of students' ideological and political education are no longer confined to the traditional "textbook + teacher + classroom", and has long gone beyond the knowledge and information carriers of teachers, classrooms, libraries, and campuses. Cyberspace (such as various forums, blogs, micro-interest platforms, social networking sites, etc.) new information interaction, communication, and communication and communication platforms have

become the majority of "post-80s", "post-90s" and even "post-2000s" college students Often visit important places of nostalgia. Scanning Weibo, posting mood, decorating space, etc. have long become compulsory courses for many contemporary college students. According to the results of a questionnaire survey of "College Students' Daily Concerns" conducted last year, the attention of "various spaces, forums, blogs, microblogs, social networking sites and other new media" reached more than 92.5%. Traditional information channels (including newspapers, radio, television, and paper books), without the pressure of examinations, account for only about 18.3% of their attention. Practice has proved that the Internet + has given birth to a diversified and multi-level "campus network culture", a new campus cultural atmosphere. The changes in the platforms and channels for receiving knowledge and information have caused great changes in the educational environment of ideological and political education in colleges, and the scope of ideological and political education in colleges is facing a new expansion and change.

The Internet + has broken the barriers and monopoly of traditional information transmission, making it more difficult to guide public opinion. The massive amount of information on the Internet not only provides students with the most up-to-date and richest sources of information, but also results in a large number of different kinds of information that are both true and false, and it is difficult to distinguish between true and false. The Internet "as an ideological front that is rapidly expanding, The characteristics of virtuality, concealment, divergence, permeability, and randomness above, coupled with misleading information by people with ulterior motives, make it more difficult to guide public opinion. First, information filtering is more difficult. Such as deliberate smearing of advanced figures, infinite amplification of local social contradictions, deliberately exaggerating facts, and even creating rumors, causing dissatisfaction with the society, slandering and inciting dissatisfaction with individuals or departments from netizens, etc. As a result, young students are unable to make correct judgments on online public opinion, causing ideological confusion, confusion and blind obedience. The difficulty of public opinion guidance has caused a large number of bad Internet mentalities that "I would rather trust the others and not trust others". All of these have severely impacted the influence, leading and guiding power of mainstream ideology in our country, greatly weakening, dissolving, and diluting the positive education, guidance, and shaping functions and functions of ideological and political education in colleges; secondly, information and public opinion the source is more difficult to control. The Internet, as an ideological front and an "information freedom supermarket" that is accelerating, has transformed "a talented person knows everything about the world without going out" into a "show talented person who can discuss the world without going out." More and more people are more willing to express their thoughts and opinions through information platforms on computers and mobile phones, and the expression of public opinion is unprecedentedly free. This form of public opinion has gradually formed a threat to social public security. The network is no longer virtual. In the Internet + era, the network is not only used for chats and games, but can also be used to form real trading transactions and generate economic benefits through speculation, slander, etc.; third, the penetration of ideas is more convenient. With the continuous development and progress of our country's social economy, Western hostile forces are eager to see and will never die. They use the openness and permeability of the Internet to increase their influence and penetration on our ideology. Taking advantage of the mistakes in China's economic and social construction, even deliberately creating false information, inciting people who don't know the truth, provoking various disputes, "Westernizing" and "differentiating" China, and wantonly beautifying Western civilization and Western systems. Ideology, ideological and cultural fields continue to create troubles, continue to erode students' thoughts, and even impact their original world outlook, outlook on life, and values. This has caused great difficulties to our country's ideological, political and ideological education and traditional cultural education.

3. Opportunities for Ideological and Political Education in Universities under the Background of the Internet

The characteristics of the Internet determine that the educational content it carries is richer and

more diverse; the interactivity and equality of the Internet enable students to receive and disseminate information in a free environment; the anonymity of the Internet allows students to be authentic on the Internet Expressing their own thoughts, the counselor can understand the students' ideological dynamics in time, thereby guiding the students in a targeted manner; the downloadability and storage of Internet information extends the time and space for the counselor and the student's thought interaction. The Internet has broadened the channels for the work of counselors, so that counselors can interact with students anytime and anywhere, educate and guide students anytime, anywhere, and help college students' ideological and political education work across regions and time and space.

In recent years, due to the expansion of colleges, the number of students has increased sharply, and the number of counselors has become increasingly insufficient. Counselors are usually very busy at work and often work overtime. They have to deal with a large amount of transactional work every day. It is difficult to spare time to care and understand each student. The advent of the Internet era has provided a new world for counselors to carry out ideological and political education for college students. The Internet has the advantages of fast speed and extensive resources. Instructors can spread all kinds of information on the Internet to students in a rapid, timely, and large-scale manner. Counselors can also interact with students on the Internet, understand students through exchanges, grasp their thoughts, understand online public opinion information, and solve possible problems in the first time, which greatly improves the effectiveness of the work. The Internet has diversified the working methods and methods of ideological and political education for college students. Counselors can use the Internet platform to express the content of ideological and political education through multimedia methods such as images, sounds, animations, etc., faster and more intuitively, which greatly enhances the appeal and appeal of college students' ideological and political education.

4. Countermeasures for Ideological and Political Education in Colleges under the Background of the Internet

On October 30, 2015, the Ministry of Education announced the revision of the "Regulations on the construction of counselor Teams in Ordinary Higher Education Institutions". It plans to increase the content of targeted online ideological and political education, requiring "to build a network of ideological and political education and strengthen cooperation with students. Online interactive communication, effective public opinion guidance around the focus, difficulty, and hotspots of students' concerns, enrich online publicity content, and strive to grasp the discourse and dominance of online public opinion; keep abreast of online public opinion information, pay close attention to students' online dynamics, and be keenly aware Some signs, tendencies, and group problems." Therefore, college counselors must take the initiative to occupy the position of Internet ideological and political education, put socialist core values, current affairs policies, advanced and typical moving stories on the Internet, sing the main theme, and actively guide and help college students to establish a correct world outlook, outlook on life and Values make them firm their ideals and beliefs.

Establish a personal network platform for counselors to unblock the channels for thought exchange and information communication with students. The Internet is a multifunctional platform that can communicate, communicate and participate in each other. Here, counselors can communicate with students on an equal footing as netizens. According to the 2015 Survey Report on Chinese College Students' Media Usage Habits, QQ, WeChat, and Weibo are the three main media for college students' daily social applications. Counselors should make full use of the media that these students love to establish their own QQ groups, WeChat official accounts, Weibo, and class QQ groups and WeChat groups, and often interact with them in the group, release information and receive feedback, and understand in time And grasp the students' thought dynamics. Due to the hidden nature of the Internet, various forums on the Internet attract many students to speak freely and unscrupulously there. They concentrate and truly reflect students' thought dynamics and hot issues. Counselors should frequent these forums, participate in their discussions, and integrate into their circles. Respond to the questions raised by the students in a timely manner; resolve the hot and

difficult issues that the students are concerned about; resolve the grievances and complaints expressed by the students in a timely manner; promptly guide and correct some of the students' wrong views; Rumors, slander, illegal remarks, and group problems should be reported to relevant school leaders and departments in a timely and accurate manner, and deal with and resolve them in a timely manner to prevent the spread of the situation.

5. Conclusion

As President Xi Jinping emphasized, political work cannot pass the network barrier or the era. It is necessary to study and grasp the characteristics and laws of ideological and political education in the information network age, and promote the high integration of traditional advantages of ideological and political education and information technology. As an ideological and political educator in colleges, how to better integrate ideological and political education with network technology and make every effort to create a new form of Internet + ideological and political education has become an urgent topic for ideological and political construction in colleges.

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