

Discussion on the Teaching of College Students' Ideological and Political Education from the Perspective of "Internet +"

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Abstract: In today's information age, Internet technology, as a new media technology in modern society, provides a broad platform for interactive development of modern social economic and cultural education, shortening and narrowing the distance between time and space. The Internet is bringing students at the same time the opportunity, also brings challenges. Due to the characteristics of virtualization and liberalization of the Internet, it is easy for college students to forget the social responsibility and moral standards in the real environment. This paper analyzes the necessity of strengthening the ideological and political education of college students under the Internet environment, and puts forward the ways to strengthen the ideological and political education of college students.

1. Introduction

Ideological and political education the rapid development of the Internet can be described as a rapid change. When people are not fully prepared, the Internet will rapidly develop into all aspects of social life. The Internet world is a virtual world. Under such circumstances, contemporary college students show a high degree of recognition and enthusiasm for participation. The Internet is a double-edged sword. It brings freedom and speed, knowledge and fun to college students. It also brings a certain degree of negative influence to the mind and emotion of college students. False and unhealthy information is taken advantage of. Wrong thought spreads have caused great harm to the physical and mental health of the majority of young people. According to the statistics of domestic literature, college students spend more time watching unhealthy information through the Internet than data retrieval and learning exchange [1]. Therefore, in the Internet environment, it is essential to educate college students about ideological and political education so that they can establish a correct outlook on life and values. Strengthening the management of university Internet education has become an important task that cannot be delayed. College ideological educators must deeply understand the opportunities and challenges that Internet development brings to college students and their ideological and political education.

2. Problems in the ideological and political education of college students

It is difficult for ideological and political education workers in colleges and universities to fully control the ideological dynamics of students scattered among the major Internet users. Because the Internet platform is not uniform, the students are fighting each other, and each class and each small group has its own QQ group. The counselor is not in this QQ group, it is difficult to understand the students' thinking trends. If the counselor only relies on the time of the opening class to conduct ideological and political education, it is obviously a drop in the bucket [1]. If you can grasp the dynamics of students' thinking and timely infiltrate the content of ideological and political education, student management will be more active. It is imperative to attract students to the same platform.

2.1 The "two skins" phenomenon of Internet ideological and political affairs is widespread and serious.

From the perspective of various universities, the relevant functional departments and departments have the enthusiasm for building websites, but there is no motivation for ideological and political

propaganda. If all functional departments' websites can be student-oriented and set up a platform for student interaction, it is easier for us to obtain students' ideological movement information in our student management work [2]. By relying on the power of big data, we can analyze and obtain relevant and useful information, so that ideological and political work can be targeted. This is always more useful, more objective, more efficient, and more targeted than the symposium that is held every semester.

2.2 The existing Internet platform is outdated and not attractive enough for students.

From the current situation of college students managing the Internet platform, the interface design is too poor to meet the needs of students' communication and friendship, and the attraction to students is seriously lacking [2]. Integrated information resources and fast updates are a must for a viable website. It is necessary to comprehensively redesign existing websites, embed new interactive tools, and truly play the role of the main position of Internet thinking.

2.3 Lack of leading figures in Internet ideological and political propaganda.

Due to the lack of current software and hardware conditions, most of the counselors use the QQ group to communicate with students online. Nowadays, the leaders of the Internet ideological and political propaganda are urgently needed to have a main channel of the Internet to spread the mainstream voice and realize the same platform as the students. The Internet V is not enough for students to find out. Each secondary school should have several Internet leaders who fully mobilize the power of students to discover the Internet and guide positive energy [1].

2.4 Insufficient efforts to increase the construction of campus culture by using new media on the Internet.

The organization, publicity and development of campus cultural activities are still carried out in the original mode. The propaganda and influence are not enough, and the role of the Internet has not been launched. The team of counselors has been streamlined, and the quality of work has been improved [3]. If you want to be both high quality and efficient, you have to explore new ways of working. The "Internet +" model is a good way. We should make full use of the power of the new Internet media to free people from the complicated work.

3. The opportunities brought by the development of the Internet to the ideological and political education of college students

3.1 The basic content of college students' ideological and political education has undergone certain changes.

On the one hand, the Internet has changed the form of ideological and political education of college students from static to dynamic multimedia interpretation, from real time and space to time-out; on the other hand, the rapid information of the Internet has made the content of ideological and political education of college students more abundant and comprehensive [3]. From the perspective of the development trend of the Internet, the Internet will certainly further enrich and develop the socialist ideology, provide more new knowledge and realistic materials, and enrich and enrich new content for the ideological and political education of college students, and promote the thinking of college students.

3.2 The Internet has changed the way of education, attracting more students to learn independently and cultivating students' self-learning knowledge.

Virtual reality technology on the Internet breaks through the limitations of traditional textbooks and teaching scenes, providing learners with a practice site for online simulation, and ideological and political educators pass on educational content to college students through text, images, videos, news, etc [3]. To make up for the boring defects of traditional teaching methods, ideological and political educators can communicate with students through online chat, send and receive mails, timely understand the students' ideological dynamics, teach students in accordance with their aptitude, and

carry out targeted development.

3.3 Internet communication information is timely and novel.

In the Internet environment, ideological and political educators can master the latest and most comprehensive information, understand the theoretical frontiers of various disciplines, and greatly enhance the efficiency of college students' ideological and political education [4]. At the same time, it is also conducive to college students to broaden their horizons, update their concepts, and learn advanced scientific theories.

3.4 The development of Internet technology has enriched the content of ideological and political education for college students.

Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and the important thinking of "Three Represents" are the foundation of ideological and political education for college students. The development of social practice and Internet science and technology has promoted the development of ideological and political education for college students and provided more novel knowledge [5]. The website is constantly updating information 24 hours a day, no matter what major events happen around the world, people around the world know it through the Internet for a few minutes. The Internet is a geographically and nationally bordered bridge. It is a major bridge connecting information from all over the world. The various instant messages on the Internet provide an important bridge for ideological and political work and provide more convenient conditions. The information provided by Internet information is borderless and is rapidly infiltrating into the minds of college students, affecting the development of ideological and political education for college students.

4. Changes in college students' ideological and political education in the internet age

4.1 The change of working style.

The traditional ideological and political education in colleges and universities mainly includes thematic lectures, ideological and political courses, face-to-face communication between teachers and students, etc. There are problems such as single form and boring content, and there is a great passiveness in work development. The students' enthusiasm is not high. It is difficult to have a comprehensive and timely understanding of the real-time situation of all students, and it is impossible to effectively guide students' abnormal behaviors and behaviors at the first time. The ideological and political education in the Internet age will change in the way of its work than in the traditional way. It will become passive and take the initiative. It will use Internet technology and tools to collect, sort and analyze related data, and can timely understand the students' dynamics [4]. At the same time, combined with Internet social software, the communication between teachers and students extends from the classroom to the Internet, breaking the limits of time and space, changing the way the traditional ideological and political work is carried out, and allowing teachers to better understand the life situation of college students. Thoughts and behaviors are properly guided to achieve accurate and meticulous instructional education.

4.2 The efficiency of work is improved.

Ideological and political education under the Internet, through the use of Internet social tools as a carrier of communication, with students as an audience, spread more widely. Using computer technology as a support, the establishment of a comprehensive database of students can not only integrate and classify student information data, but also transfer and share information between educators, realize informationization of work services, and eliminate the cumbersome information in traditional ways. Collecting and tidying the process, simplifying the workflow, and adding real-time hotspots that students generally pay attention to in the ideological and political propaganda content, increasing the attention of students, making it easier to work, and let the teachers know more about the students [5]. Students work more closely with ideological and political work. The ideological and political education is more targeted and ensures that the work is targeted. The transmission and

sharing of student information among staff members can identify problems, solve problems, and ensure the timeliness of work, thus achieving a significant improvement in work efficiency.

4.3 Strengthening the attraction of students.

The innovation of ideological and political education in the Internet era can use Internet resources, such as Weibo, WeChat, QQ and other Internet social tools, to join the popular elements of the Internet, enriching the content of ideological and political education, close to The life of college students has made the development of college students' ideological and political education diversified and humanized [6]. The activities and courses related to ideological and political education through the Internet are more vivid and interesting, making ideological and political education no longer tedious, improving the initiative and enthusiasm of students' learning, and increasing the interest of ideological and political education. In the process of carrying out relevant work, it is more integrated into the campus life of students through the Internet, and the attraction of ideological and political education to students is increased [7]. Through social networking and mailing, it also avoids direct inquiry about students' personal life, protects students' self-esteem, and students are more likely to accept this kind of education, and work can be carried out more smoothly.

5. College students' ideological and political education innovation under the background of "Internet +"

5.1 Strengthen the construction of ideological and political education in colleges and universities.

Under the new era, it is necessary to follow the trend of the times, use the Internet platform to better carry out ideological and political education, and strengthen team building is the top priority. First of all, ideological and political educators still need to strengthen the study of ideological and political education theory and improve the level of business knowledge. Only by having a thorough understanding of theoretical knowledge can they be applied to practice in a familiar way. Secondly, ideological and political educators must strengthen their study of Internet knowledge, adapt to the changes brought about by the new era, skillfully package theoretical knowledge into a form more acceptable to educators through the Internet, and understand contemporary college students' preferences for receiving information [6]. Only by combining ideological and political theory knowledge with Internet knowledge can educators grasp the initiative of ideological and political education in the "Internet +" era.

5.2 Strengthen the construction of the internet ideological and political education platform.

A good platform is an important hub connecting educators and educatees. To strengthen the construction of the Internet education platform, we must first optimize the theme education website. The educational content of the teaching style and the actual needs of the students will make the students "respect for the website". The educators should fully understand the actual needs of the educated, and combine the current hotspots to continuously update the content and presentation form of the theme education website. Secondly, it is necessary to strengthen the construction of the Internet student team, let the student cadres act as the managers and spokespersons of the Internet community, establish the WeChat public account, the Weibo public number, and the influential student accounts among the students, etc., with the student cadres as the medium to eliminate the preparedness and resistance of the educated person can play a role in guiding public opinion [7]. Finally, it is necessary to strengthen the construction of interactive platforms such as QQ group, WeChat group, post bar, forum, etc., so that educators can release the latest ideological and political education content in time, so that educators have a platform to express their opinions, and educators and educatees.

5.3 Improve the Internet ideological and political education supervision system.

The development of the Internet is growing vigorously, but there are many loopholes and blind spots in the relevant legal system. In order to give full play to the positive role of the Internet in the ideological and political education of colleges and universities and eliminate negative influences, it is

necessary to improve the Internet supervision system. First of all, the government must establish standardized and perfect Internet laws, regulations and regulatory systems to prevent harmful information from being spread on the Internet. For some Internet citizens who transmit bad information, they must be held accountable according to law. Secondly, colleges and universities should establish relevant campus Internet rules and regulations, combine the actual ideological and political education of the school, strengthen the campus Internet supervision, prevent some students from transmitting bad values on the Internet, and guide college students to improve Internet legal awareness and Internet responsibility and morality [8]. Bad information interferes with college students and creates a good Internet environment. Finally, establish an Internet early warning mechanism. Relevant educators should always pay attention to the trend of public opinion in the world, investigate and collect relevant information, analyze and judge the possible epidemic as soon as possible, and formulate corresponding countermeasures.

5.4 Establish an evaluation system for ideological and political education on the Internet.

After strengthening the ideological and political education team building, strengthening the platform construction, and improving the supervision system, we must know the effects of the measures and grasp the accepted understanding of the educated people on ideological and political education. To the extent and practical effects, it is necessary to establish an evaluation system for ideological and political education on the Internet [8]. First of all, combined with the actual situation of the school, a set of scientific Internet education effectiveness evaluation index system is developed. Through the collection, screening, integration and analysis of Internet information data, the analysis results are evaluated objectively and effectively. Secondly, it is necessary to make rational use of the evaluation results, and carry out corresponding rewards and punishments on this basis, and further improve the relevant ideological and political education countermeasures based on the evaluation results.

6. Summary

The reform of ideological and political education in the Internet age should be deeply thought-through and analyzed. How to use Internet technology to better carry out ideological and political education should find its balance point, which is the challenge faced by all ideological and political educators. The times are constantly improving, and the ideological and political education of college students should keep pace with the times and be able to take it to the next level in the Internet age.

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