

## Research on the Ideological and Political Education Management of College Students in the Internet Era

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**Abstract:** With the continuous advancement of the socialist cause and the further intensification of China's reform and opening-up, our economic and political development has entered a new stage. College students are an important force in the development of our socialist cause, so it is of great significance to the ideological and political education of College students. We must ensure that the students trained in Colleges and universities not only have good professional skills, but also have higher ideological and political quality. In this context, this paper discusses how to do a good job of Ideological and political education for college students in the Internet era, promote the ideological and political quality of college students, so as to promote the construction of our socialist cause.

Since the twenty-first century, science and technology have made great progress worldwide. Information technology and Internet technology have made great progress. Wireless network, smart phone, mobile payment and so on have been applied to people's life. All walks of life have begun the process of informatization. The arrival of the information age has not only brought great challenges to traditional industries and life, but also brought new opportunities.

### 1. Introduction

In recent years, our country has been paying great attention to the ideological and political education of sports students in Higher Vocational colleges. Ideological and political education in Colleges and universities is to enable higher vocational colleges to cultivate talents suitable for the development of the country. It requires not only the graduates of Higher Vocational Colleges with excellent professional skills and knowledge reserve, but also a higher ideological and political awareness. Only in this way can the students really contribute to the development of the country. Therefore, the ideological and political education of sports students in higher vocational colleges is very important<sup>[1]</sup>.

However, with the rapid development of our country, the means and teaching mechanism of our ideological and political education are not suitable for the needs of the times. Our ideological and political education still stays at the level of textbook teaching and ideological education, and the results are not good<sup>[2]</sup>. Moreover, when carrying out ideological and political education for students, it is more through explaining the knowledge points in textbooks, which cannot effectively combine with the actual situation to educate students. Such blindly instilling theoretical knowledge will cause dull education and cannot stimulate students' interest in learning. All these make the effect of our ideological and political education unsatisfactory.

With the continuous advancement of socialist construction, the state and the Party have put forward higher requirements for the ideological and political level of College students. Therefore, it is necessary for us to do a good job in Ideological and political education of sports students in Higher Vocational colleges, so that students can promote the development of the country.

### 2. Challenges to ideological and political education in colleges and universities in the internet era

Because in the era of "Internet+", the means of information transmission are more diversified and the speed of dissemination is more rapid. As a group that accepts the new things faster, college

students are easily influenced by bad ideas in the network, which has brought great challenges to our ideological and political education.

### **2.1 Students' thoughts are susceptible to the negative influence of the internet.**

Now is an era of information explosion, the speed of information dissemination is very fast, and the use of computers, mobile phones and other students is very frequent, and is an important user of social software such as micro-blog, micro-mail, so college students are easy to accept some information in the network. However, due to the lack of strict network supervision, the information received by college students in the network is uneven, and they are vulnerable to the influence of bad ideas. Moreover, the dissemination of information on the Internet is one-sided. It is possible that some false information will spread rapidly in a short time, causing inevitable impact. In addition, with the continuous development and maturity of the Internet, the Internet has become a platform for game between countries and politicians. Some western countries will infiltrate ideas through the Internet and disseminate some statements that are not conducive to our Party and our government. College students often shake their beliefs in the cause of socialism because they are not deeply involved in the world, which is very unfavorable to our politics. Stability and social development. Moreover, the network is also full of bad information such as network loans, gambling and so on, which has a great impact on college students and is extremely unfavorable to the development of our ideological and political education<sup>[3]</sup>.

### **2.2 Teachers' authority is challenged**

In traditional ideological and political teaching, students are mainly accepted by teachers and schools. However, due to the continuous development of information technology, students can acquire ideological and political knowledge in different ways, rather than relying solely on teachers for learning. But the ideological and political knowledge in the network may be different from the political knowledge learnt by students in schools, which causes confusion in students' thinking and poses a great challenge to the authority of teachers. Once the authority of Ideological and political teachers is challenged, students will not be able to effectively carry out ideological and political learning, which is extremely disadvantageous to the promotion of our Communist cause. College students can not realize that ideological and political teachers are disseminators of Ideological and political education in our country. Their theoretical knowledge is derived from the study of the Party Constitution and the exchange with different scholars. The imparting of these knowledge is very correct and beneficial to the development of our country.

### **2.3 Traditional teaching methods in colleges and universities have been impacted.**

In our past ideological and political teaching, teachers mostly educate students through blackboard and courseware. However, with the development of the times, information technology and the Internet have more impact on the education of our colleges and universities. The establishment of network information teaching platform and communication forum are some relatively new teaching means. Our traditional teaching methods have gradually failed to meet the needs of the times. Students learn through such teaching methods. Because the theoretical knowledge of Ideological and political education is dull, students' interest is relatively low, and teachers as knowledge imparters explain knowledge to students, they cannot give full play to students' subjective initiative, which is extremely negative for the development of ideological and political education. Li. Moreover, because of the "Internet+" era, students have more varied ways of entertainment in daily life, and the attraction of outside things is more attractive to students, which makes students unable to devote themselves to learning. In addition, the rise of various social software has led to students more immersed in interpersonal interaction, like to pursue novelty. These have brought great impact to the teaching form of our ideological and political education in the past, and are extremely unfavorable to the cultivation of students' ideological and political literacy.

### **3. The benefits of internet era to ideological and political education in colleges and universities**

The advent of the "Internet plus" era has not only brought great challenges to our ideological and political education, but also brought some new opportunities for our ideological and political education because of the particularity of the Internet.

#### **3.1 Internet technology provides more diversified teaching means**

Due to the continuous development of the Internet and the progress of information technology, there are various kinds of information in the network. Although this information is mixed in good and bad, we can screen the real and useful information so that they can enter the students' vision. This can make students more convenient and quicker to access the latest and most advanced knowledge for our country. The current political situation and international political situation have a deeper understanding, and can cultivate their own ideological and political literacy on this basis.

#### **3.2 Internet technology makes communication between students and teachers more convenient.**

The existence of information technology enables us to construct a platform for ideological and political education in the network. Students can complete the study of Ideological and political knowledge in the platform, and ask questions in the platform where they have doubts. Teachers can answer questions for their classmates on the platform. This greatly facilitates the communication between teachers and students. Therefore, teachers need to communicate with students more through the network platform.

### **4. How to optimize the management of ideological and political education for college students in the era of Internet**

#### **4.1 We should improve the teaching methods of Ideological and political education.**

Due to the advent of the "Internet+" era, we have more network means and media tools to carry out our ideological and political education. The functions of teaching video in the network teaching platform can make students learn ideological and political better, and at the same time, it greatly facilitates the communication between teachers and students. In such a teaching process, students can make independent preview, and teachers can also solve the problems in learning. The existence of Internet technology and information technology enable students to learn ideological and political aspects more quickly.

Therefore, it is necessary for us to change the traditional teaching mode into a new teaching mode. When we carry out ideological and political education, we can let students learn by video through the network teaching platform, and learn the relevant knowledge independently. At the same time, teachers can understand the students' learning questions in the platform, and better answer the questions for students in the classroom. Such a teaching method can enable students to effectively learn the difficulties and key points of teaching in the classroom.

#### **4.2 We should change the minds of students and teachers.**

In our traditional teaching process, teachers often play the role of imparters of knowledge, students are passive acceptance of knowledge. In this process, teachers simply impart knowledge, student's passive acceptance, for students' subjective initiative and enthusiasm in learning are extremely disadvantageous. At the same time, students receive this kind of cramming education, is also not conducive to the cultivation of students' own thinking, which is not conducive to our ideological and political teaching in Colleges and universities. Therefore, we need to change the teacher's thinking, let teachers design new classroom content, add more information technology means, give full play to students' subjective initiative, stimulate students' enthusiasm for learning. At the same time, students should also complete their own ideological changes, change themselves from the recipient of knowledge to active learners, self-study before ideological and political learning, complete the basic understanding of classroom knowledge, and focus on learning where

they do not know<sup>[4]</sup>. Only in this way can we complete the transformation from the traditional teaching mode to the new information-based teaching. So as to inject new vitality into Ideological and political education in Colleges and universities.

#### **4.3 Colleges and universities should strengthen the construction of information platform**

As a platform and foundation for students' growth, colleges and universities are an important stage for students to learn knowledge and cultivate sound personality. In order to do well in the reform of Ideological and political education in Colleges and universities, colleges and universities must devote more resources to ideological and political information teaching, increase the investment of funds and human resources for the construction of information platform, and regularly carry out some exchange forums, so that students and teachers can communicate more with other colleges and universities, and strengthen their learning with each other<sup>[5]</sup>. Moreover, colleges and universities should also use information technology and Internet technology to place more teaching resources on the Internet, which can also facilitate the communication between teachers, so as to make teachers' work more convenient and efficient. In addition, we also need to reform the ideological and political teaching in Colleges and universities, clarify the teaching objectives and students' training direction, design the teaching content, and better integrate the ideological positron with teaching and information technology. Only in this way can we really do a good job in the informationization of physical education teaching.

#### **4.4 We should change the evaluation system of students.**

The traditional performance evaluation system mainly evaluates students' classroom work and examination results. Under the new teaching mode, students' performance evaluation needs to be determined by their pre-class learning situation, exercises, Internet platform learning situation and examination results, so as to make the reference objectives of the results more diversified, to evaluate students' performance more impartially and reasonably, to enable students to understand their strengths and weaknesses in an all-round way, and then to actively correct them. Improve their ideological and political level.

#### **4.5 We should strengthen the supervision of the Internet.**

In the era of "Internet+", the dissemination of information in the network is very fast, and the authenticity is difficult to guarantee. Therefore, it is necessary to strengthen supervision, deal with some false news in a timely manner, and not be guided by bad ideas and opinions. The rapid development of information technology has led to a wide range of channels of information dissemination in the network life. Anyone can express their views in the network. We must strengthen supervision and punish institutions and individuals who make false statements, so as not to make cyberspace an extrajudicial place.

### **5. Conclusion**

With the advent of the "Internet+" era, our daily life has undergone great changes. The ideological and political education in Colleges and universities is facing new challenges and opportunities. In this process, we should grasp the characteristics of the Internet era, change the teaching methods of Ideological and political education in Colleges and universities, change the ideas of teachers and students, establish an information-based teaching platform, change the evaluation system of students and Internet supervision, so that the Internet can better serve the ideological and political education in Colleges and universities.

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