The Reform and Innovation of Ideological Governance Education in Colleges and Universities under the Background of Internet

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Abstract: Internet has changed people's way of life and thinking. Ideological and political education should keep pace with the times. We should seriously study the current situation and existing problems of Ideological and political education in colleges and universities, adopt targeted innovative development strategies, create a more positive and healthy network environment and ideological and political education environment, and cultivate all-round development of high-quality vocational and technical personnel. Under the influence of network, ideological and political education in Colleges and universities also ushered in opportunities for development. The network is a double-edged sword. It brings many novel effects to the students while bringing a novel experience, convenient life and diverse culture. The emergence of these situations has raised new problems and requirements for the ideological and political education of colleges and universities, and the teaching situation is also very serious. This situation has prompted colleges and universities to change the working methods of ideological and political education. Therefore, it is necessary to promote the exploration of ideological and political education in colleges and universities under the current network environment.

1. Introduction

The innovative research of Ideological and political education methods in Colleges and Universities under the network background has important theoretical and practical significance [1]. Theoretically speaking, the research of this subject involves how to adjust the methods of Ideological and political education in Colleges and universities to meet the challenges of the network, which can provide theoretical guidance for ideological and political education in Colleges and universities in our country. In practice, it is conducive to changing the concept of Ideological and political education in Colleges and universities, coping with challenges, opening up a new world of Ideological and political education in Colleges and universities, and improving the effectiveness and pertinence of [2]. in Ideological and political education in Colleges and universities in the new era. To realize the innovation and modernization of Ideological and political education in Colleges and universities. Therefore, as far as the current situation is concerned, the network has been integrated into the lives of most people, and also represents the characteristics of the times [3]. In the world of the Internet, you can care about national events, search for the information you want, etc., but there will always be some unhealthy information that enters the student's sight, which also has a negative impact on students [4]. For the teaching of ideological and political education in colleges and universities, other characteristics such as the diversity and convenience of the network have indeed brought about opportunities for development. Constantly improve their moral realm, strive to strengthen their political awareness, promote students' ideological progress and innovative thinking, and cultivate the creative high-end talents needed for social development [5].

The carrier of ideological and political education is constantly updating its form along with the changes in the way human activities and the development of society [6]. According to the differences in the subject and method of activity, the ideological and political education carrier can

be divided into course carrier, activity carrier, management carrier, media carrier, network carrier, interpersonal relationship carrier, etc [7]. This paper focuses on the innovative measures of the ideological and political education curriculum carrier, activity carrier, management carrier and media carrier in colleges and universities [8]. Under the background of internet, ideological and political education in Colleges and universities is inevitably affected, the original teaching content and teaching methods are impacted, and the teaching effect of Ideological and political education in Colleges and universities is affected. In this case, students are more likely to accept new things, thus promoting the development of Ideological and political education in Colleges and universities, so that the ideological and political education in Colleges and universities began to undergo qualitative changes [9]. Therefore, how to face the opportunities and challenges to achieve educational innovation in Ideological and political education in Colleges and universities is an important issue that needs to be studied at present.

2. Methodology

The instantaneity of information acquisition on mobile Internet can promote knowledge updating more quickly. As a new media after radio, newspaper and television, mobile Internet has the characteristics of large amount of information storage, fast information updating and convenient information inquiry. As far as current conditions are concerned, colleges and universities pay far less attention to the construction of Ideological and political education platform, which is mainly manifested in their inadequate integration of Internet thinking into Ideological and political education teaching, inadequate establishment and construction of Ideological and political course teaching platform, teacher-student exchange platform and information and knowledge release platform [10]. Under the background of the network, the ideological and political education methods of colleges and universities face new opportunities and challenges. This requires that ideological and political educators must seriously study the characteristics and laws of ideological and political education in colleges and universities under the network background, and actively explore new ways to further strengthen and improve ideological and political education in colleges and universities. The method makes the traditional ideological and political education methods of colleges and universities constantly updated and plays its role. Due to the interactivity of the network, the educational party and the educated party can interact and exchange on an equal footing, which is also a three-dimensional form of education, which enriches the form and content of teaching.

Traditional channels are carried out in a certain real-time and space scope. They are realistic channels for ideological and political education. They can not fulfill the task of Ideological and political education beyond time and space. Thus, it brings some specific questions, such as answering "when you encounter problems in reality", 10.8% of students think of teachers first, and 78.6% of students turn to the Internet first. As shown in Table 1 and Figure 1.

With the rapid development of China's social economy, China's market-oriented degree is constantly improving, China's increasingly close ties with the world economy, the continuous opening of the market environment makes all walks of life in our society face unprecedented competition, while activating the market, it also brings more competitive pressures to people. Under the background of internet, social resources are effectively integrated under the Internet platform, and the way for college students to obtain and publish information has become unprecedented and convenient. The networking of life style makes college students' ideology change greatly, and they are more vulnerable to the influence of various social trends of thought. Most of the traditional ideological and political education in colleges and universities adopts classroom lectures, lectures, reports, etc. The teaching methods are too monotonous, lack of diversity, and the participation of college students is not high. The development of "Internet + education" provides more possibilities for the choice of teaching methods for ideological and political education in colleges and universities. The Internet-specific information explosion has exposed a large amount of unscreened content to students, and the voice of mainstream ideological and political education has gradually weakened. In the Internet age, it is more difficult for colleges and universities to intervene in the

study and life of students in the ideological and political education, and it is more difficult to guide students correctly.

Table 1 College students seeking help online

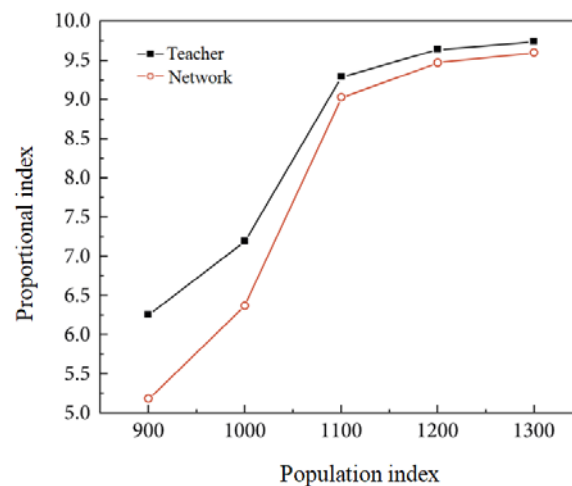| Recourse	Number	Proportion(%)
Teacher	23	10.8
Network	18	78.6

Fig.1. College students seeking help online

Mobile Internet is conducive to teachers to carry out ideological and political education in a timely and targeted manner. Successful ideological and political education is not only the interaction and exchange of ideas between teachers and students, but also the blending and matching of emotions. Help students solve practical problems in a timely and effective manner. Secondly, it is necessary to construct a platform for students to freely express their opinions in order to achieve the goal of enabling college students to fulfill their own demands, and at the same time provide a more realistic basis for the establishment and improvement of some institutions in colleges and universities. Ideological and political education in Colleges and universities is not only related to the healthy growth of students themselves, but also to the healthy development of higher education as a whole, as well as to the stability of colleges and universities and the stability of society as a whole. It plays a fundamental, leading and overall role in the construction of a harmonious socialist society. The key of Ideological and political education in Colleges and universities is the education of values. It is to promote the leading values of a harmonious society, make it become the value pursuit of more college students, and form the ideological basis of the mainstream of society.

3. Result Analysis and Discussion

Under the current network environment, the ideological and political education of college students is facing opportunities and challenges. Because of the interactive and open characteristics of the network, it can exert a positive influence on students' outlook on life, values and world outlook. College students in the new era should not only have strong professional and theoretical knowledge and professional skills, but also have strong ideological and political literacy, be able to do a good job, and be able to learn how to be a man, to better realize self-worth, create more social value, promote social development, and contribute more to social and economic development and the beautiful Chinese dream. The traditional ideological and political education carrier can no longer adapt to the development of the times. Colleges and universities need to use the modern Internet technology to innovate the carrier form of ideological and political education. Teachers should constantly improve their awareness of information technology and learn various knowledge and skills from the Internet to improve their teaching. The development of the Internet has

promoted the exchange and integration of global economic culture. Ideological and political education must also form a global education concept, absorb the essence of ideological and political education in various countries, and integrate it into the ideological and political education of Chinese universities to promote the rapid development of ideological and political education in colleges and universities.

The free environment in the Internet allows netizens to express their wrong opinions on the Internet at will, which has a huge impact on the ideological and political education of colleges and universities. The current network environment is relatively chaotic, the content is mixed, and the values of students are affected and affected. The virtuality and concealment of the mobile Internet can dispel the concerns in the process of students' confession. They can speak freely about hot issues and sensitive issues and express their inner and true thoughts. For some difficulties and doubts that are difficult to express in real life, you can also talk and relieve psychological pressure. Students of any specialty in Colleges and universities should receive the education of this subject. Therefore, it is particularly important to study the teaching content of Ideological and political education in depth, so that it can be well integrated with different specialties in order to ultimately achieve the purpose of promoting each other. However, at present, the ideological and political education in some colleges and universities is still mainly about imparting textbook knowledge, failing to teach in accordance with the actual situation of various majors, lacking practicability and interest, and not easy to arouse students' interest in learning knowledge.

Whether the ideological and political education in Colleges and universities can achieve actual results, the method is very important. Due to the limitation of time, space or the manpower of the instructor, it is impossible to provide tailor-made education to every student who needs help. As for the traditional methods of Ideological and political education in Colleges and universities, the survey results are shown in Figure 2. 58.1% of the students thought it was very single. 25.45% of the students thought it was normal.
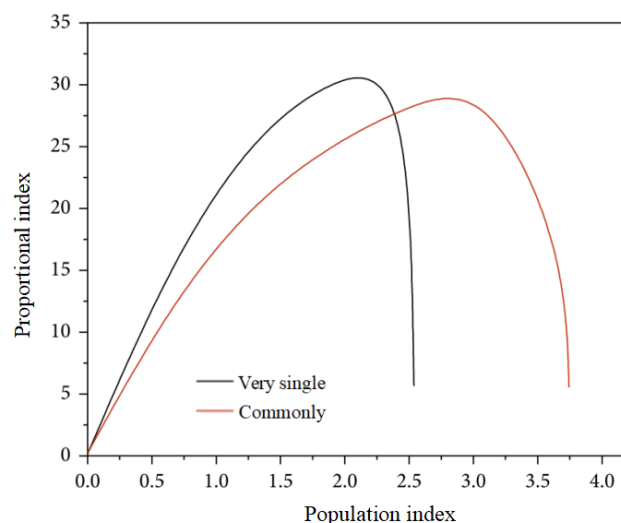

Fig.2. Analysis of the methods of traditional ideological and political education

In the face of the current new social situation, we must work hard to resist the erosion of Western decadent ideology, prevent the impact of various risks, strengthen China's economic strength, strengthen the building of spiritual civilization, carry forward the national spirit, and build up preventive thinking. The "spiritual Great Wall" of the invasion. From this requirement, it is very urgent to strengthen and improve ideological and political work, and we must attach importance to the innovation of ideological and political education methods in colleges and universities. In order to better understand the students, teachers should also strengthen self-learning while educating students, and constantly improve themselves. Emancipation of the mind, open concept, can not use the old concept to interpret the current network environment of teaching, to be able to keep up with the pace of the times. Secondly, to optimize the educational environment, a good environment can greatly enhance the effect of education and teaching, and optimize the hardware environment in

schools. College students, as young people in the new era, have better cultural knowledge and informationization ability, and have very open ideas. Being full of curiosity about various cultures and thoughts and lacking of corresponding identification ability, it brings many challenges to ideological and political education in Colleges and universities.

4. Conclusions

In short, the Internet provides more opportunities and feasible paths for the innovation and development of Ideological and political education in Colleges and universities. While recognizing the current predicament, colleges and universities should also set up modern teaching thinking and concepts, pay attention to the construction of an open network information exchange platform, implement the teaching concept of Integrating Ideological and political education with other disciplines in teaching, and construct a scientific and reasonable evaluation mechanism and timely and effective feedback mechanism. Under this background, the change of human values and thinking mode caused by the network information dissemination and the impact on the ideological and political quality of college students have a close relationship with the ideological and political work. The traditional methods of ideological and political education can no longer adapt to the needs of the current development of ideological and political education in colleges and universities. College ideological and political education must combine social development and progress of the times, continuously innovate and develop, and actively reform and break through. Efforts will be made to realize the deep integration of ideological politics and Internet+, promote the purification of campus network environment and social network development environment, create a more active and healthy network environment and ideological and political education environment, and cultivate high-quality vocational skills talents with all-round development.

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