

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

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**Abstract:** The changes brought by network technology to human beings are revolutionary, but also accompanied by some new social problems, college students Internet addiction is one of them, it from all aspects of the university student education management has posed great challenges, need to be taken seriously. The causes of college students' Internet addiction are complex and subtle, involving a wide range. The paper analyzes the biological orientation, ideological and political attribution, psychological factors, sociological basis, and communication characteristics, and analyzes the problems of college students' Internet addiction in the new era from a multi-dimensional perspective. In the era of "Internet +", it is necessary to construct effective strategies of ideological and political education model for college students through building mobile network platform for ideological and political education, constructing mixed teaching mode for ideological and political education, focusing on student-centered learning experience, extreme experience and fan effect.

### 1. Introduction

In the era of "Internet plus", human wisdom and knowledge are constantly being enriched and developed. The Internet has gradually changed from an application tool of some form of technology to a brand-new mode of knowledge production, transformation, preservation and learning. For the ideological and political education of college students, the Internet not only affects the learning thinking and learning mode of the majority of students, but also affects its ideology, which greatly reduces the control and authority of ideological and political education of college students, and brings many challenges to the ideological and political work. In this regard, under the background of "Internet +", how to improve the ideological and political education mode of college students has become the main subject to be considered and solved in current ideological and political education.

On the basis of the development of the network, penetration and ideological education, improve the ideological education of oneness and diversity, it can not only better education students, can reflect the level of a school education more high-end, in recent years, the network in the form of PPT and video into the classroom, as a means of teaching, laid the foundation for improving the teachers' teaching level, and in education ideas, should also use this way, in which integrate the new way of Internet teaching, to exercise the students, improve their comprehensive quality in this way. Now, many colleges and universities in WeChat set up public accounts, QQ groups, etc., as a carrier, to communicate with students, this way, the students' thoughts have great educational significance. This article mainly carries on the profound discussion to the network enters the thought education, wants to enhance the thought education quality.

### 2. Problems in Ideological and Political Education in Colleges and Universities in China

#### 2.1 Traditional Values Were Replaced by Western Ideas.

Network is applied to education while facilitate the learning life, improve the teaching efficiency and quality, and promote the development of the education teaching career, however, because of the

two-sided networks, has brought a lot of negative news, the news is a lot of negative effects, first of all, it is important that these messages are not conducive to the healthy growth, secondly is the news will make some confused situation of college students, distorting through, think that foreign idea is good, good idea. This greatly affects the healthy growth and psychological health of college students, which is also a challenge to the advanced ideological education in various universities.

## **2.2 Moral Behavior Is Lost Due To the Virtual Nature of the Internet.**

At present, although there are now more and more people are using the network communication, etc., but because the industry is a technology was introduced to China very late, so in China is not a complete legal system to regulate the technology, which leads to a lot of people lost in the Internet to create the virtual environment, there are some people who are too addict network game, the undead endlessly, give up his studies, abandoned his family, some people in order to play blame upgrade, don't eat not to drink, finally ended his life in the Internet bar, some people get lost in the game, can't distinguish the real and virtual and moral decay, the crime, a lifetime in prison. Found that according to the data analysis of scientific research in virtual space, the plane is ordinary person to also become five big three thick, export into a "dirty", and the people of fraud, more excessive, some malicious theft password, hair filthy dirty words to harm the reputation of others, and so on, these outrageous behavior, some university students finally able to withstand the fragile heart, to the moral decline, this is one of the most important challenges in the ideological education.

## **3. To Strengthen the Research Significance of Network Ideological and Political Education of Contemporary College Students**

### **3.1 Under the Condition of Information Technology, Casting Soul is the Inevitable Choice of Educating People.**

In this day and age, information network in the whole world is the impact of the human society comprehensive incomparable hundreds of years of history of science and technology development, not only in an unprecedented impact and penetration influence people's behavior and way of life, also fundamentally changing people's way of thinking, as ideological area for the new position. Looking at college students today, most of them are born in the '90s or' 00s, the generation that grew up eating potato chips, watching movies and playing with chips. This group is undoubtedly the main force of the network, but because they are young and inexperienced, the world outlook. Outlook on life and values have not been completely established, and the boundaries of right and wrong, beauty and ugliness, good and evil are not very clear. Therefore, under the information conditions, contemporary college students must recognize the urgency of seizing the ideological position of network and the right of network control, and recognize the long-term, complex and arduous nature of competition and contest in the field of network ideology. We must take a firm political stand, distinguish right from wrong, attach great importance to and make use of the Internet to carry out ideological and political education, expand the red zone, fight for the gray zone, and defeat the black zone.

### **3.2 It Is Urgent to Enhance the Effectiveness of Political Education.**

The 18th national congress of the communist party of China summed up the core socialist values in concise language, namely, advocating prosperity, democracy, civilization and harmony, advocating freedom, equality, justice and the rule of law, and advocating patriotism, dedication, integrity and friendliness.

The popularity of the Internet has narrowed the distance between different RACES and regions, opened up new thinking of people in the information age, and built a new front for spreading ideas. The characteristics of fast network communication, wide coverage of information and strong pertinence enable the majority of contemporary college students to obtain all kinds of information needed for work, study and life in the first time and quickly guide their thinking. At the same time, compared with the traditional paper media and TV media, the network not only has the general

functions of the traditional mass media, but also has the advantages that traditional communication media such as digitalization, fast timeliness and strong interactivity cannot match, thus forming an unprecedented environment for information exchange and circulation with unique advantages. Therefore, to occupy the main position of spreading advanced ideas actively, give full play to network information storage capacity big, the advantages of instant information medium for teaching material system "to speed up their capacities", let the party's voice is passed to the contemporary college students in the first time, help them to carry forward the melody, singing the song of guerrilla, resolutely resist the wind of vulgar, vulgar, vulgar, building fresh and elegant style of ideology and culture wall fortress, ensure good conduct consciously conduct regular, firm ideal and faith, life interest health, moral purity.

#### **4. Countermeasures for Higher Vocational Colleges to Carry Out Ideological and Political Work under the Network Culture Environment**

##### **4.1 Build the Ideological and Political Education Mobile Network Platform.**

In the context of "Internet +", college students' ideological and political education should first change their attitude of rejecting the Internet. "Internet +" will not stop the pace of development due to the exclusion of people, and ideological and political education will not stop in the traditional teaching model. At present, the ideological and political education of college students should actively look for an effective way to connect with the network, and strive to play its role and value in the network platform. As the important premise of the "Internet +" era is based on advanced technology platforms such as network information technology, big data and cloud computing, it is the primary task to build a nationwide ideological and political education sharing information platform and a number of regional secondary information network platforms in the network. But this does not mean simply ideological education must pass through many public mobile network platform of ideological education website and weibo, WeChat public number, for students have long been familiar with web application users, is more critical to develop match with these sites, resources rich ideological education learning App, let a nationwide teachers and students using smart devices to download and install, obtained from the mobile client ideological education resources, share the learning experience, also may carry on the online communication with other teachers and students.

##### **4.2 Construct the Mixed Teaching Mode of Ideological and Political Education.**

The new education pattern in college students' ideological education network platform, are not complied with the contemporary students of centrality, brings to the traditional classroom and teachers teaching difficulty, this is because the class with teachers face the difficulties of centrality not ideological education network platform, it is just in order to effectively solve in the era of "Internet +" has been and will continue to strengthen the central situation and set. The O2O model is the most ideal way to connect online and offline education for current ideological and political education of college students. Using O2O mode, online teaching cannot overturn the classroom teaching, at the same time, also can promote the reform and innovation of traditional classroom teaching mode, the key lies in the traditional classroom teaching model can accurately locate under the new situation, in sharp contrast, in turn, and the network teaching mode, to ensure its own will not be replaced, so as to further perfect the corresponding teaching link and process. In fact, the ideological and political education of college students has accumulated a lot of educational experience in the past teaching process. These traditional teaching models at least in the current will not be completely replaced by the network teaching model. In the process of network resources and classroom teaching, the construction of ideological and political education network platform should be reasonably arranged, differentiated countermeasures and complementary principles should be applied, the essence should be selected and the dross should be excluded, the advantages of network and traditional classroom teaching should be carried forward, and the ideological and political education in the form should be utilized to achieve the effect of "Internet +" ideological and

political education.

### **4.3 Students as the Core Value of Learning Experience.**

With students as the core, it is mainly aimed at the backward teaching model proposed by the classroom and teachers in the past. However, this does not mean to completely abandon the guiding role of teachers in ideological and political education, but to transform the previous leading role into guiding one. When teachers want to dominate all of the cases, the relationship between teachers and students has become the relationship between subject and object, teachers often ignore the students' learning experience, but when the teacher will lead to guide, will use equality view and the relationship between the students, the relationship between each other also naturally become the main body, make the teacher not only to maintain the status of the individual in education, at the same time, also improve the teachers' attention to students' own actual learning experience. To master the students' psychological dynamic changes, to pay attention to the students' personality, to pay attention to their true reflection of teaching, to teach students in accordance with their aptitude at anytime and anywhere, these are the ideological and political education teaching model with students as the core. Due to long time under the attention of teachers, students become the warmth, according to the core of the students, respect for the main performance of the Internet age the centrality characteristics, education teachers should make great efforts to put people in equal position, with students get students' trust and support, thus causes the student to accept and appreciate the teacher's personality, help to ideological education effectiveness.

### **4.4 Enhance the Extreme Experience and Fan Effect.**

In the Internet era, the massive amount of information generated will not cause people to pay too much attention to it. Generally, the information concerned by network users can bring extreme experience to the majority of network users in a certain way. Therefore, for ideological and political education, corresponding user positions should also be provided for students, so that teachers and classes in each teaching link can become the most high-quality products, so that students nationwide can obtain the ultimate learning experience, and attract students to take the initiative to enter the campus ideological and political education resources. Various universities' ideological education team in crouching tiger, hidden dragon, talented people, in the line of classroom teaching of the past cannot share the high quality resources, the construction of mobile network can make the related good teacher resources by mu class in a timely manner in the form of share to the broad masses of students, make excellent teachers and classroom can be Shared in a network, the transmission, at the same time, also can be copied and is absorbed. From the perspective of students, mobile network education platform can enable them to use the one-click selection function of the network to obtain the optimal resources of a certain knowledge point, so as to obtain a good learning experience of the knowledge point. From the perspective of teachers, they can also use one-click discovery, forwarding, downloading and other functions to provide high-quality resources for students, and apply these extreme experiences to daily offline classroom teaching according to the conversion, and finally obtain and reproduce the extreme classroom in Shared resources. In addition, the Internet education platform can also enhance the influence and attraction of the platform and increase the fan effect according to the findings and recommendations of well-known teachers, so as to gain more attention, and bring such attention to the offline classroom teaching, into the daily classroom attendance and concentration rate of students.

## **5. Summary**

In fact, it is an inevitable demand of The Times that colleges and universities make good use of Internet technology to strengthen ideological and political education for college students. Although it brings opportunities for the development of ideological and political education in colleges and universities in China, it also puts forward higher teaching requirements for relevant ideological and political educators. Therefore, it is particularly important to have a correct understanding and use of Internet technologies, such as mobile media and WeChat platform. In general, in the context of the

Internet, ideological and political education activities carried out by colleges and universities are very perfect in both content and form, and therefore worthy of wide reference.

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