Exploring the Path of Ideological and Political Education in Colleges and Universities from the Perspective of Internet+

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Abstract: With the continuous development of information technology, the current era is already the era of "Internet +". This is the product of the development of the information society and is of great significance for promoting the development of society. In this context, the ideological and political education in China's colleges and universities should be combined with the background of this era to optimize the path of ideological and political education and improve the corresponding educational mechanism. This paper will mainly study and discuss the exploration of the ideological and political education path in colleges and universities in the view of the Internet +.

1. Introduction

The Internet+ is considered to be a new form of Internet development with the thinking of Innovation 2.0, and the new form of economic and social development that it has spawned is a new evolution of the Internet with the impetus of knowledge society innovation[1]. This new format has constantly changed people's production and lifestyle, and it has also had a huge impact on the development of ideological and political education in colleges and universities. In this new style, the ideological and political educators in Colleges and universities should seize the opportunity tightly, enrich the content of ideological and political education by using modern technology, broaden the ideological and political education, and promote the smooth development of ideological and political education in Colleges and universities through modern technical means. Next, this article will mainly focus on the impact of the Internet + on college ideological and political education, the difficulties encountered by colleges and universities in using the Internet + to carry out ideological and political education, and the effective methods for colleges and universities to carry out ideological and political education by strengthen the Internet + .

2. The Influence of Modern Internet + on Ideological and Political Work in Colleges and universities

2.1. Further enriching the platform for ideological and political education in colleges and universities

In the past ideological and political education, most colleges and universities used newspapers and blackboard as the main propaganda positions. This kind of education method is lacking in timeliness and pertinence, and it does not combine the actual situation of the students, nor can it timely understand the students' thoughts and corresponding needs. This has led to the "wishful wish" of ideological and political education in colleges and universities [2]. With the advent of the Internet+ era, new media such as QQ, WeChat and Weibo have gradually become important means of ideological and political education in colleges and universities. These new media can update information in a timely manner, spread it quickly, and can make students interact with each others through messages, etc., providing a broad platform for universities to carry out relevant ideological and political education.

2.2. Enriching the methods and means of ideological and political education in colleges and universities

In the past work of ideological and political education in colleges and universities, schools were the main body of communication, and the communication here was also one-way communication. This has resulted in the indoctrinating characteristics of the ideological and political education in colleges and universities. That is, regardless of whether the students accept it or not, the schools only needs to spread educational information to the students. In this process, students are in a subordinate position, which makes students' acceptance of ideological and political education is not high, not to mention the active participation[3]. While, Looking at the ideological and political education work in the Internet +, it uses multimedia as its platform for publicity and education. After reading the related ideological and political education articles, students can leave messages below the article. The background administrator will see the reply them in time. In this way, students and the ideological and political educators can communicate in a timely manner, which greatly enhance the initiative of students to participate in ideological and political education, and enrich the means and methods of ideological and political education in colleges and universities.

2.3. It has a certain impact on the theme of ideological and political education in colleges and universities.

In addition to the above advantages, the Internet + has also brought certain challenges to the ideological and political education in colleges and universities. Because when colleges and universities using the new media to carry out ideological and political education propaganda work, it is inevitable that there will be some discordant voices. And schools are unable to track the publishers of these information in time. Therefore, many hostile forces use the network as an important battlefield for the infiltration of ideological and political education in China's colleges and universities. Coupled with the fact that college students are in an important period of formation of the three views, it is easy to become radical in the influence of some outside speeches. Therefore, when using the Internet + to carry out ideological and political education in Colleges and universities, we must strictly control the content of education, monitor some of the excesses in the comments in time, and create a good network environment for the ideological and political education in Colleges and universities.

3. The difficulties encountered in using the Internet + to carry out ideological and political education in Colleges and Universities

3.1. Insufficient understanding of ideological and political education in colleges and universities from the perspective of Internet +

Although some colleges and universities are using the Internet + to carry out ideological and political education in full swing at present, there are still some insufficient understanding problems in their work in these colleges and universities. On the one hand, some colleges and universities have insufficient understanding of the characteristics of the Internet+ and its importance to political education. This leads to a lack of enthusiasm and initiative in the specific work of educators; On the other hand, many colleges and universities are only responding to the requirements of superiors. They have not really realized that the advantages of the Internet + has on the ideological and political education in colleges and universities are multifaceted, aand there is a lack of in-depth understanding and exploration.

3.2. The backward content of ideological and political education

In the current ideological and political education work in colleges and universities, there is a significant problem that the content of ideological and political education is too backward, not keeping pace with the times, and many of them are highly talkative, lacking links with students' actual life, and cannot resonate with students, and the educational effect is not satisfactory. In addition to this, there is still a content departure from the actual. When schools are conducting

education, they often use the typical courses of Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory to educate students. Although the educational effects of these classes on students are enormous, there is still a lack of practical contact with students, and students often learn them in a bad mood.

3.3. The role of teachers is weakened

In the ideological and political education, teachers are the main body of teaching. But in the new media network environment, all kinds of teaching resources are open. Students can learn spontaneously according to their own wishes, no longer influenced by the teacher, and no need to learn with the teachers. Although this method enhances the autonomy of students' learning, some negative information on the Internet will also make an impression on students, which will affect the whole ideological and political education [2].

3.4. Teaching content is not controllable

In the current new media environment, all kinds of information can be clearly known to the students. However, college students are in an important period of cognition and the formation of three views. They are full of curiosity about the outside world and are also easily misled by various bad information. The content of ideological and political teaching in the new media environment tends to be more diversified and complicated. College students can receive a wealth of information. This has increased the management difficulty of the ideological and political education content in colleges and universities to a certain extent, and the quality of teaching content can not be guaranteed.

3.5. The traditional way of teaching has been impacted.

In the past, the main way of ideological and political education was the teachers speak on the teacher's desk, the students were audience. It was a teaching class, and there was a lack of communication between students and teachers. In the current new media network environment, college students can choose the ideological and political education information they want to accept according to their own preferences, and then communicate with the teacher. In addition, teachers can also use the new media technology to display some pictures, videos, etc. during the ideological and political education to stimulate students' interest in learning and enrich their learning style.

4. The methods of enhancing Internet + in ideological and political education in Colleges and universities

4.1. Highlight the subject status of students and innovate the thinking of college students' ideological and political education

When carrying out ideological and political education, the school must clarify that students are the main body of education. Schools should think from the perspective of students, and connect with real life and continuously guide students to participate in ideological and political education. First of all, the school should further raise awareness of the work of ideological and political education. The ideological and political educators in the school should fully realize the changes brought by the Internet + to the ideological and political education work, attach importance to the propaganda positions of the new media, strengthen the sense of responsibility and sense of mission, and lay the foundation for the smooth development of ideological and political education in Colleges and universities[1]. Secondly, it is necessary to correctly understand the opportunities and challenges faced by colleges and universities in the context of the Internet +, to seize opportunities in time, to correctly deal with challenges, and to continuously improve the application ability of educators to the Internet.

4.2. Use the new media in the Internet + mode to enrich the content of ideological and political education in colleges and universities

As I said before, with the development of Internet+, new media such as QQ, WeChat and Weibo

have already penetrated into the life of college students. Educators should make rational use of these tools to enrich the content of ideological and political education and to reform the means of ideological and political education. On the one hand, educators should use the Internet + to innovate the classroom education method and use multimedia technology to properly expand the traditional curriculum. Teachers can collect some advanced character stories or some documentaries and movies, so that students can truly feel the emotions of these characters and their deeds, and further enhance their sense of identity [5]. On the other hand, the school also needs to use the new media as the main position of ideological and political education propaganda to stimulate students' awareness of participation, and to encourage students to actively contribute ideas, to achieve equal communication, and thus deepen the ideological and political education influence on college students.

4.3. Do a good job in controlling public opinion and create a good network atmosphere for ideological and political education in colleges and universities

The network is a double-edged sword. While it brings convenience to the ideological and political work in colleges and universities, it also affects the direction of public opinion. Therefore, in the actual work, the network managers must pay more attention to the security of the network, do a good job of public opinion control, and guide the public opinion towards the direction of healthy and consistent with the socialist core values. The school could set up a network security agency to regularly check the network security of the campus. Taking timely shielding measures against some distorted and radical speeches. In addition, the school should also strengthen the publicity activities on the campus network civilization, enhance the self-consciousness of civilized Internet access for college students, and create a good network atmosphere for the ideological and political education in colleges and universities.

4.4. Guide students to establish correct new media network values

The new media network environment is full of all kinds of information. This information has had a certain degree of impact on the thinking of college students. Therefore, teachers should guide students to correctly view and discern these information, establish correct network values, and make students to learn to identify mainstream values and non-mainstream values. In the class, teachers can compare some information on the Internet to help students identify right or wrong. In this way, students are allowed to choose information that conforms to the core values of socialism to learn and the correct three-view and new media network values of the students are formed instructively.

4.5. Strengthen teachers' ability of using new media to carry out ideological and political teaching

Teachers are the main body of teaching. In the ideological and political teaching, the teacher plays the role of guiding the students to establish the correct three views and help the students to distinguish between right and wrong. In the current new media network environment, teachers must learn to use new media technology to carry out ideological and political education in colleges and universities. Schools can offer lectures on new media to help teachers understand the role of new media in promoting ideological and political education and enhance their ability to collect information and process information. In this way, the level of teachers' new media application is improved, and the ideological and political education system in colleges and universities is improved, thus further improving the level of ideological and political education in colleges and universities.

5. Conclusion

In summary, in the process of continuous development of modern technology, network and information technology has become the main development trend of China's industry. Moreover, in the process of the development of China's higher education from elite to popular education, the expansion of colleges and universities, the expansion of enrollment and the running of colleges and

universities have made fewer and fewer exchanges between teachers and students of ideological and political courses. Students should review and consolidate knowledge according to their own efforts. The society is constantly improving and the times are constantly evolving. If colleges and universities want to carry out ideological and political education smoothly, they must keep up with the trend of the times, correctly respond to the challenges brought by the Internet + to the ideological and political education in colleges and universities, and use the new media in the Internet + model to enrich the content of ideological and political education, and innovate the ideological and political education thinking of college students, but also do a good job in sensational control, thus creating a good network atmosphere for the ideological and political education in colleges and universities. In this way, the work of ideological and political education in colleges and universities is continuously promoted in a more practical and efficient direction.

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