

Ways to Improve the Effectiveness of College Students' Ideological Education in the Network Era

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Abstract: The influence of Internet on college students is various. The current situation, existing problems, basic ideas to solve them and the influence of Internet era on the content of College Students' ideological education are discussed. The key problem is how to avoid disadvantages. Therefore, the author of the network era to improve the effectiveness of College Students' ideological education path thinking launched a study. Research shows that the key to improving the effectiveness of ideological and political education for college students in the Internet era is to improve the operational mechanism of ideological and political work and avoid the flow of ideological and political education. Utilize the advantages of the campus network to expand the ideological education position; advocate the network moral self-discipline, and actively guide students to correctly use the network.

1. Introduction

The arrival of the Internet era has greatly changed the traditional ideological education pattern of college students. In order to maintain and strengthen the effectiveness of ideological education in the Internet age, the domestic education community has quickly set off a research boom in the ideological education of college students in the Internet age [1]. As the earliest entry into the network age, colleges and universities are at the forefront of the development of social networking [2]. With the increasing number of online students, the Internet has become the "second classroom" for students, which has an immeasurable impact on students' life, study, thinking and belief [3]. It not only provides a new adventure for the development of ideological and political education, but also proposes a new challenging topic that affects the effectiveness of ideological and political education [4]. Among College students, network technology has become an important part of their lives. It has a strong impact on the way of thinking, ideas and behavior of College students. It provides both opportunities and development for the development of students [5]. It also provides new challenges [6]. In the virtual space provided by the internet, college students can choose the information they want according to their interests and hobbies, without the limitation of time and space. College students have the opportunity to express their opinions freely which the real world can not provide [7]. At present, with the maturity of 4G communication technology and mobile terminal technology, people enjoy the efficiency and convenience brought by mobile internet. The relationship between people and network, network and industry has become more intimate than ever before, and the network is permeating and blending into social life in a "acceleration" attitude.

The 21st century is an era of networking and digitalization. The network is profoundly affecting all aspects of social economy, culture and education, and becoming the "fourth media" after newspapers, radio and television. The ideological education of college students in the network age can be roughly divided into two aspects: content and mode [8]. The former refers to the ideological problems of college students in the network era. Some of them are old problems that existed before the arrival of the network era, and some are new problems that emerged after the arrival of the network era. In the actual survey work, we found that the proportion of college students is the largest among the national netizens, so we can see that the impact of network technology on young people is very significant, some students have strong discrimination and self-control [9]. Not with the popularity of mobile Internet and mobile QQ, the network is imperceptibly affecting the formation and development of contemporary college students' personality. We must make full use of

the information network to vigorously develop network ideological and political education, expand the radiation, enhance the influence, and improve the effectiveness [10]. Nowadays, the Internet has become a part of social life. The network has transformed social life and subverted the development model of traditional industries. More and more people are paying attention to how the network creates a new economic form. The rapid development of the network has brought new opportunities and new challenges for the ideological and political education of college students.

2. The Current Situation of Ideological and Political Education in Various Colleges and Universities in China

After actual investigation, it was found that one-third of the information of more than 60% of students came from the Internet. The ideological and political education work is a systematic project. Its operational mechanism includes various aspects such as forecasting, decision-making, implementation, evaluation, incentive, feedback and guarantee. Any one of the links is not working, which will affect the smooth operation of the whole. After investigation, it was found that each college will add a website for ideological education in the official website of the school, but the click-through rate is very low. The degree of acceptance of students is very different and cannot play a good educational role. At the same time, because the two sides of the network communication are conducted in an anonymous manner, the interference from other individuals or social factors is reduced, which is conducive to protecting personal privacy and freedom of speech, and also helps to better exchange ideas and convey emotions. Ideological and political work can create an active, relaxed and pleasant educational situation through network technology, and make serious educational content lively and interesting. These studies have initially constructed a complete and systematic theoretical system of ideological education content. The mechanism of Ideological and political work in Chinese universities is adapted to the higher education system under the planned economy system, which has existed for a long time. The decadent culture of other countries erodes the ideological accomplishment of college students in our country, which will bring serious negative impact on college students and affect their future personal development.

In the network era, the content of ideological education of college students has a greater impact, especially in the adverse environment, the focus of strengthening ideological education of college students should be on substantive factors rather than formal factors. After all, only by strengthening the substantive factors can we maximize the ability of ideological education of college students to meet various challenges. Therefore, the network has become an ideal choice for college students to express their ideas and voices. They hope to fully express their ideas and wishes through online communication. Obtain respect from others, and expect to have an equal dialogue with others, especially teachers and school managers, to solve their problems. Because some legal norms are not clearly defined in the construction of the network platform, the behavioral binding force is also very poor. With a strong diversity and openness, anyone can gain knowledge through the online platform or communicate and communicate with others. Before the advent of the Internet era, the innovation in form factors was fruitful. This is why the ideological education of college students in the 1970s and 1980s was not too high.

The network brings a lot of complicated information, which poses a severe challenge to the current ideological education of college students in China. When conditions permit, a group of young college ideological and political workers should be selected to study in advance to cultivate a group of political workers who understand professional knowledge, master network knowledge, and be proficient in operation. However, if college students rely too much on the Internet, they will seriously lack the rule of law, morality and color. Some "hot forums" in the network, as well as their posts and posts, have gradually become an important way for contemporary college students to participate in politics. Using the employment and entrepreneurship platform of the campus network, students can obtain recruitment information and understand employment and entrepreneurship policies. By using the psychological consultation platform of campus network, students can get psychological counseling and relieve their depression. It can stimulate students' thirst for knowledge and imagination, and mobilize students' initiative and participation in obtaining information. If any

idea is really beneficial and difficult to be accepted by rational people, the reason can only be that the interests contained in this idea have not been understood or felt by the other party for a while. Only in this way can the ideological and political work in Colleges and universities change from passive to active, and finally make the network become the main position of Ideological and political work in Colleges and universities. This makes some students especially isolated in psychology and behavior. When they are serious, they will suffer from mental illness. There are obstacles in interpersonal communication in their hearts. They are easily irritable and uneasy. All of these have important consequences for their study and normal life.

3. Problems Existing in the Research of Ideological Education Contents for College Students

The general orientation of ideological education for college students in China is the Communist ideological system. However, its anonymous network comments also bring many negative impacts on human life, especially on college students whose physical and mental concepts are taking shape but are not yet stable. The other part of students are often tempted by bad network information, which affects their ideological quality and comprehensive quality. Therefore, the campus should strengthen the prevention and improvement of campus network culture. Although college students have a strong sense of seeking new things, they are eager to change, innovate and realize themselves, and they radiate a distinct atmosphere of the times. Some scholars believe that "Internet +" is opening up and driving a new round of industrial revolution. The Internet has surpassed the scope of tools and carriers to become the most advanced and basic productivity of social development. It is considered to be the most important focus of upgrading and innovation in traditional industries. More in-depth research sometimes points out how to specifically guide college students out of the emotional misunderstandings of feelings, disgusting, achievement, evaluation, postgraduate entrance examination, employment, family, and internet addiction. However, many college students only aim to find a job with great income in the future. The traces of the "self-centered" of the one-child generation are very obvious. They attach importance to personal interests and the awareness of social responsibility is gradually weakening. Some positive positive energy should be introduced to prevent the existence of some negative energy, so that the physical and mental development of college students can achieve healthy growth and development.

The guiding effect of theory or rules will decrease with the increase of the number of theories or rules, which is an objective law caused by the limited ability of the recipients of the received objects. Most of them are only children, and their living conditions are superior. They generally do not have the experience of living hard, and their ability to live independently, adapt to the environment, and adjust their psychological problems are not strong. Therefore, college students are often the main group of network participation forms such as campus or other social BBS forums and microblogs. Similarly, in the field of education, "Internet +" has always been the focus of attention. People are interested in what "Internet + education" and "Internet +" will bring to traditional education in today's "Internet plus" concept. Therefore, we should actively take action to explore the characteristics and laws of Ideological and political education in the network environment, and timely track the emerging and possible problems of students on the network. In-depth analysis and discussion of the root causes, build up an educational theory system to meet the needs of the development of the network society. This problem has been reflected in the results of some questionnaires on Ideological Education of College students. The arbitrariness and anonymity of network culture may lead to conflicts and imbalances in college students' outlook on life, values and morality.

4. Conclusions

After-school network application guidance courses are offered, information exchange activities are organized, and network training is regarded as a regular construction plan. Schools should strengthen the management of ideological education for college students, do a good job in moral education, constantly innovate teaching methods and models, and use the network platform to enable students to learn more knowledge and understand the changes and development of the world.

At the same time, we must also see that the development of Ideological and political education of college students by leveraging Internet + is still immature. If it cannot be solved and dealt with in time, it will also pose a threat to the effectiveness of the ideological and political education of college students. Reasonably adjust the school bonus distribution method to ensure that the actual income of political cadres is not lower than the average income level of the same level of the school, and create conditions to give the corresponding professional titles. The impact of the bad concept of the network reveals the weakness of the current ideological education of college students, but it also brings more pressure and opportunity to improve the level of ideological education. Network information consultation, online statistical survey activities to understand students' online information activities, thinking trends, and improve the level of students' use of the network.

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