

Research on Innovation of Ideology Education Method for College Students under Internet Information Technology

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Abstract: Under the coverage of the traditional teaching mode, the ideological education course of university inherits the consistent teaching style, and adopts a single-dimensional knowledge instillation mode. Therefore, the educational form, direction and system of the ideological education curriculum need to be promoted and innovated. With the development of the global integration economy and the deepening of the "internet plus", the curriculum education in China has been comprehensively reformed and deepened, and the innovation of the education system has become the focus of social attention. With the help of the Internet, college students can find friends with similar interests, exchange emotions and thoughts with each other, effectively reduce psychological pressure and help to adjust their psychological state. This paper makes an in-depth study and analysis on the overall improvement of the ideology education model under the background of "internet plus", and then puts forward the relevant improvement strategies of the ideology education model of college students in the "internet plus" era, thus promoting the rapid development of Chinese college students' ideology education.

1. Introduction

With the advent of the network information age, advanced network information technology has been gradually introduced into various fields of society. As an important manifestation of the development of the times, Internet plus is changing people's way of thinking and becoming an important way to get information and create value. [1]. Network environment is the use of new technology to make physically isolated individuals can contact through new media, and the network environment is not only for communication, exchange and contact, but also distributed in education, culture, art and other information sharing links [2]. Therefore, the network is not only a medium existing outside people, but also the most important environmental coverage for learning knowledge and receiving education [3]. Under the background of Internet information technology, university ideology education is facing new changes. How to build the innovative mode of transformation and development of university ideology education has become an important issue to be solved by relevant researchers [4]. The network environment not only brings more possibilities for university ideology education, but also is one of the core propositions in the process of teaching development and reform [5].

Under the background of Internet information technology, the in-depth development of the Internet and the deepening of the globalization process have led to the deepening of the multicultural impact on the current college students, which is full of unprecedented severe challenges for the ideological education of college students [6]. Based on the background that college students have extensive contact with each other, in the scene that the Internet is widely used, we should take the Internet as a platform to enrich the content of ideology education, optimize the innovative education mode, effectively improve the efficiency of ideology education, and solve the related problems in the process of Education Reform [7]. It is imperative to fully utilize the advantages of the Internet plus era to promote the comprehensive innovation of ideology education mode in order to help them establish the correct "three perspectives" and thus shoulder the heavy responsibility of national development. [8] China Internet plus has been studied and analyzed in the light of the overall improvement of ideology education mode in the context of Internet +. This paper proposes relevant improvement strategies for ideology education mode in the Internet plus era, thus

promoting the rapid development of ideology education for Chinese university students.

2. Opportunities and challenges faced by ideology education of college students in the Internet plus Era

2.1. Opportunities for ideology education of college students in the Internet plus Era

In many universities, ideological education is mainly based on a traditional teaching method. Although this way can implement face-to-face communication, to a certain extent, due to the influence of some teacher-student relationship, there are many unfavorable factors, so it is a hindrance to the improvement of college students' ideological education [9]. With the arrival of the "internet plus" era, the advantages of the Internet have broken the pattern of traditional ideology education and broken through the time-space boundary of teacher-student communication. The powerful social function has directly moved the efficient ideology education from the physical space to the Internet environment, which is undoubtedly an optimization for the educational environment.

With the popularity of China's "internet plus", the advantages of the Internet have made a breakthrough in the pattern of traditional ideology education, and also broke the space display between students and teachers. The social function of the Internet itself can turn the ideology education work of various schools from the initial physical space to the Internet environment. Classroom is the traditional carrier of ideological political education in universities, and more information dissemination tools have been generated in the "internet plus" era, which has also provided a brand-new information dissemination channel for ideological education in universities, and the educational carriers have been enriched accordingly.

2.2. Challenges faced by ideology education of college students in the Internet plus Era

In the "internet plus" era, the content of college students' ideology education lags behind, and the core of arrangement and deployment lies in network ideology education, network moral education and ideology classroom education, which are relatively backward, and it is difficult to keep up with the development requirements of the new policies and new policies promulgated by the state for ideology education. Students have equal speaking positions in different Internet platforms. Therefore, the acceptance of ideological education for college students is not satisfied with the passive form of the past, and the challenge of such self-awareness to the overall ideological education for college students will not be ignored. Students have equal speaking status in all kinds of Internet platforms, so the acceptance of ideology education is no longer satisfied with the traditional passive form. This challenge to the authority of ideology, which is led by self-awareness, cannot be ignored.

In the current "internet plus" environment, the information dissemination function in various ideological education work can also be spread through the Internet, which causes the overwhelming influence of public opinion. This interaction between value culture and pluralistic ideology makes the complexity of Internet information gradually increase. Under the Internet platform, all kinds of reverse information dissemination which is not conducive to ideology education can also spread virally through the Internet, and the resulting powerful influence of public opinion is completely unstoppable. This interaction between pluralistic ideology and value culture leads to higher and higher complexity of information, and vulgar, violent, yellow and pan-entertainment information is bound to be filled with it. Entertainment information, violence, and vulgar information are gradually flooding into it, and related cultural infiltration can directly interfere with college students' own ideology, thus increasing the overall difficulty of ideological education in universities.

3. Strategies for improving ideology education mode of college students in the Internet plus Era

3.1. Conform to the trend of the Internet plus Era

Under the network environment, teachers should keep pace with the times, update traditional educational concepts and teaching concepts in time, and build a special network education platform according to the actual situation of ideology education, so as to improve the effectiveness of ideology education. Before carrying out ideological education in universities, it is necessary to analyze the feasibility of carrying out target activities in combination with students' situation. Universities need to have a correct understanding of the challenges and opportunities under the "internet plus" environment, so as to enhance the innovation of the reform of the ideological education model. In the teaching process, teachers should consider the different needs of students. For some students who reject the network environment, they can carry out additional teaching in a targeted way, or teachers can choose a relatively easy and easy-to-understand content structure in the teaching process.

3.2. Innovating the content of ideology education theory

Under the background of "internet plus", the characteristics of social environment are constantly changing, and the traditional ideology education theory and content obviously cannot meet the practical needs of the "internet plus" era. Therefore, university ideology educators should face up to the challenges of the "internet plus" era, effectively restore students' dominant position, extend the connotation of ideology education with students as the center, and bring the theoretical content of ideology education back to reality. Although ideology education is an independent discipline, it is essentially different from other disciplines. The purpose of education is to make a positive impact on the ideology of college students, so that they can form a correct "three views" and strengthen their ideals and beliefs. Therefore, it belongs to an internalized education at the ideological level. The big data ideology education system model is shown in Figure 1.

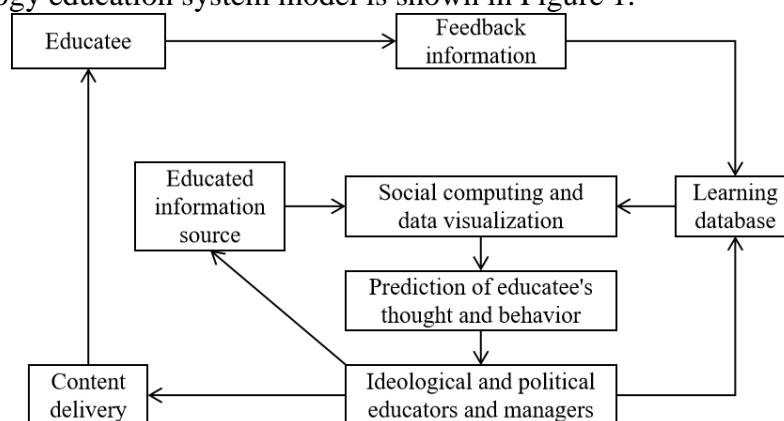


Figure 1 Big data ideology education system model

Although ideology education is an independent discipline, it is different from some other disciplines to a certain extent. The main purpose of its education is to enable college students to form a positive ideology. It is necessary to innovate an efficient ideology education system, systematically integrate network education resources, and gradually extend and expand all aspects of university ideology education, so as to provide higher quality ideology education content for university students. Because of the obvious differences among college students, the social environment around college students is constantly changing under the Internet environment, and the contents and theories in the past ideological education work can no longer meet the overall needs of the current era. Therefore, the ideological education work in many universities needs to fully face up to some challenges brought by the current "internet plus", ensure the status of students as the main body of learning, take students as the main body in the relevant education work, and then expand the relevant connotation of ideological education work.

4. Conclusions

In the process of ideology education development, we can choose to adapt to the development trend of "internet plus" era, innovate the theoretical content of ideology education, build high-quality ideology teachers, and strengthen the network management of colleges and universities. How to cultivate outstanding students with good roots under socialism, and how to cultivate a new generation of historical mission on new successors are the most important tasks given by the national political development to the ideological course in universities. Under the guidance of scientific and reasonable ideas, we should follow and follow certain construction principles to ensure the smooth implementation of various construction schemes and build a benign university ideology education system. Universities should keep pace with the times, strengthen the connection between ideology education and network information, make full use of network resources, and constantly improve the quality of ideology education, so as to enhance students' comprehensive quality and promote their all-round development.

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