

# Research on the Characteristics and Rules of Ideological and Political Education Based on the Characteristics of Network Thinking

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**Keywords:** Ideological and Political Education; Network Thinking; Internet

**Abstract:** As an important part of Ideological and political education, the carrier of ideological and political education is an important form and means of carrying and transmitting relevant information. Internet ideological and political education in practice must also explore, abide by and adhere to their basic principles. Ideological and political work in colleges and universities must use various means on the Internet to carry out ideological and political work, and instill the correct guidance of public opinion into the minds of students. The key to the influence of network thinking characteristics on the innovation of ideological and political education carrier is that the characteristics of network thinking characteristics have a certain degree of fit with the attributes of ideological and political education carriers. The characteristics of network thinking that accompany the network era, its characteristics can provide new thinking for the reform and innovation of ideological and political education, and have great enlightenment and reference for our practical exploration.

## 1. Introduction

Network thinking refers to the network technology itself and the network space behavior based on it, the operation characteristics and thinking mode in network culture [1]. Its characteristics have great enlightening effect on the reform of Ideological and political education. The impact and challenge of the network era on the formation of Ideological and political education make it imperative to explore its reform and innovation. The Internet thinking, like the shadow of the internet, has a subtle influence on the way of thinking and thinking habits of contemporary college students. College students are the main force of the network society, and university campuses are the areas with high network penetration rate [2]. The network has become a new environment for students' growth and development, university personnel training and education. The Internet is not only a tool for ideological and political education, but also an environment and purpose for ideological and political education [3]. As an important part of ideological and political education, Internet ideological and political education must first adhere to the fundamental principle of ideological and political education [4]. The Internet thinking that comes with the Internet age has its own characteristics and can provide new thinking for the reform and innovation of ideological and political education. It has great enlightenment and reference for our practical exploration [5].

As an important part of ideological and political education, the carrier of ideological and political education is an important form and means to carry and transmit relevant information. What kind of time connotation and characteristics of Internet thinking, how to infiltrate the life of college students and how to innovate ideological and political education in colleges and universities in the Internet environment are all worthy of deep thinking about real problems [6]. As a new development of ideological and political education under the network conditions, Internet ideological and political education must also explore, summarize, form, abide by and adhere to its basic principles in practice [7]. Studying the relationship between network thinking characteristics and ideological and political education is not only conducive to the promotion of Ideological and political education in cyberspace, but also conducive to the study of Ideological and political education in real life under the influence of network culture [8]. The Network Ideological and political education in Colleges and universities emerges at the historic moment. Its important symbol is that many colleges and universities have set up special websites for ideological and

political education [9]. Internet thinking is profoundly changing people's concepts, behavior, social life and political activities. The study of Internet thinking has important enlightenment for the innovation of Ideological and political education.

## 2. The influence of Network Thinking on Ideological and Political Education

The key reason why Internet thinking can influence the innovation of Ideological and political education carrier lies in the inherent correlation between them. Starting from the ideological trends of college students in the network era, we should further carry forward the fine tradition of Ideological and political education that has been formed in the past, actively carry out various activities of Ideological and political education of students on the internet, and lay a solid foundation for ideological and political education on the internet. In order to achieve the combination of online and offline, modern and traditional, complement and promote each other, forming a good situation of online education and offline education complementing each other and benign cycle. The principle of democracy requires educators to pay full attention to and respect the democratic rights and equal status of the educated in the education process, and also use democratic means to coordinate relations and resolve contradictions. In carrying out the innovation of the carrier of ideological and political education, it is guided by the Internet thinking with multiple interactions. It can better demonstrate the human nature of the carrier, so that it can fully reflect its effectiveness in the education and cultivation of people.

In the Internet environment, the thinking horizon of the subject of ideological and political education has been well expanded. In the traditional practice of ideological and political education, teachers are not fully aware of young students and educational content because of various factors. The characteristics of the centrality and non-centrality of network thinking inspire ideological and political education to change the one-in-one instillation model and form a multi-education model dominated by the core values of socialism. The relationship between the Internet and ideological and political education can only be equal. Education based on the vertical role relationship between teachers, students, children, and up and down is difficult to have a living space on the Internet [10]. What educators should do is to participate in online education with the mentality of equal communication and the equal status of "netizens". The role of the network is not single, it is not only in learning, but also in other areas to serve users. Some moral concepts and behaviors in real society have a positive impact on College Students' network communication. In the process of innovation of Ideological and political education carrier, experientiality makes it pay more attention to the network as a new carrier, which better demonstrates its practicality.

The experience of Internet thinking requires attention to the experience feedback of the working object and the real needs of the working object. Internet thinking is the application and popularization of information technology from tool attribute to social life. Then it rises to social consciousness and provides a new and fashionable way of thinking for people at the level of thinking and value. From specialist to doctor, there is a certain proportion of people who advocate that schools should filter out unhealthy websites and information. If we fix the thinking pattern of interest and hobby on healthy content, and no longer have ignorant interest in unhealthy content, we will resist subconsciously. Therefore, it is not necessary to impose demands on it. The results of the survey are shown in Table 1.

Table 1 Investigation of related content of unhealthy information

Education	Specialty	Undergraduate	Master	Doctor
Number of participants	20	20	20	20
Have encountered unhealthy content	12	13	15	16
Consider the need to filter out unhealthy information	11	10	8	9

The research methods of the subject of Ideological and political education are more colorful. Under the new situation, people must be guided to become learners, believers and activists of the socialist core value system. In the theoretical study of Ideological and political education, the innovative development of the Internet provides many conveniences for enriching and innovating research methods. Ideological problems do not come from empty air, but originate from reality. Therefore, online issues still have to be rooted in reality. Internet ideological and political education mainly relies on building and exerting the social education function of network culture, and promoting the development of educators' self-education activities. It is necessary to continuously enrich the form of innovation carrier, so that all educational subjects can participate in educational practice activities. And in the activity, the two influence and interact with each other to achieve the purpose of education.

### 3. Ideological and Political Education Innovation under Internet Thinking

The plurality of Internet thinking depends on the richness of the content and the diversity of the channels of expression expressed by the Internet in the process of refracting and reflecting the real society. It also shows the plurality of the subjects of expression and the diversity of their demands. Compared with the traditional ideological and political education, the space and platform of Ideological and political education in Colleges and Universities under the mobile Internet environment are quite different. Although there is no unified understanding of the definition of mobile Internet at present, they all believe that mobile Internet must contain three basic elements: mobile terminal, mobile Internet network and mobile Internet services. As a prism reflecting and reflecting the real society on one hand, the Internet presents a variety of postures because it reflects the different perspectives, positions and orientations of people in the real society. In the Internet environment, we should vigorously promote the correct values to ensure the physical and mental health of young students. At the same time, the platform users should be reasonably adjusted to make the materials and content meet the development needs of the times. Exploring the influence of the core thinking of the Internet on the carrier innovation of ideological and political education will help us further understand and grasp the relevance of Internet thinking and the carrier innovation of ideological and political education.

Internet thinking and ideological and political education carriers have a connection and connection in terms of characteristics and attributes, which lays a foundation for exploring the influence of Internet core thinking on the carrier of ideological and political education. The sharing of the Internet has strong characteristics such as popular participation and independent choice. Fully respecting the individuality and self-selection of the individual of the educated person has effectively enhanced the status of the educated. From the point of view of the penetration rate, the penetration rate of netizens in the population with college education or above has been leading, and it has been close in the past two years. As shown in Figure 1.

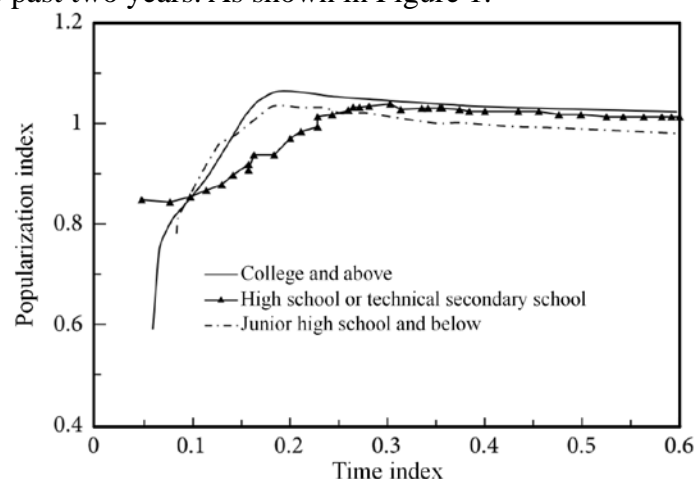


Fig. 1 The popularity of netizens under different educational levels

In the process of ideological and political education, we must fully respect the privacy of the educated. Ideological and political education must occupy the network position and take the initiative to attack, and we must not give up the advantage of actively instilling the ideological and political work of our party. Otherwise, the ideological and political education work will be passive. Strengthen their network legal concept by actively and effectively educating and educating college students on network laws and regulations. The network itself is also a brand-new ideological and political education environment. In this virtual environment, the change and development of people's thoughts and emotional exchanges have completely different characteristics from the situation in the real environment. The dissemination of information on mobile Internet can not only exceed the limitation of space, but also exceed the limitation of time. Network ideological and political educators should strengthen the study of political theory and constantly improve their theoretical knowledge and political literacy. In the content of education, we should integrate culture, science, politics and history to realize the influence over many years.

#### 4. Conclusion

In the Internet era, as an important part of the ideological and political education system, the carrier of Ideological and political education has encountered many difficulties, which have greatly affected the development of Ideological and political education. Ideological and political education occupies an important position in Colleges and universities, which has a direct impact on young students'world outlook, values and outlook on life. Through research, this paper finds out some problems existing in the development of College Students'Network Ideological and political education, and puts forward corresponding methods to solve these problems. Ideological and political education should make full use of the network to enrich contemporary content, and at the same time, efforts should be made to avoid the adverse impact of the network on real life. In today's ever-changing information age, the formation of the network environment has brought tremendous impact on the ideological and political education of colleges and universities. Only in the face of innovation, we face the ideological and political education of colleges and universities in the Internet age. The mobile Internet has brought a series of negative effects on the values and behaviors of college students. The authority of ideological and political education workers and the traditional methods and methods of ideological and political education are all challenged. Learning from the characteristics of network thinking and promoting modern ideological and political education to carry out new changes is of great significance for the establishment of socialist core values.

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