

## **Study on the Challenges and Countermeasures of Ideological and Political Education of College Students in the Internet Age**

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**Abstract:** At this stage, the national economy has developed rapidly, and various industries have also achieved effective innovation in the application of Internet information technology. The background of the Internet age has had many impacts on people's production and life. As the pillars of the future building of the country, college students are also a mainstream group that accepts new things. Therefore, they are more vulnerable to the impact of the Internet. In the virtual online world, the bad information that impacts college students is mixed, and it establishes a correct outlook on life, values and values for college students. The world outlook will have some influence, so in the Internet age, we should pay particular attention to ideological and political education for college students. This article analyzes the challenges and problems of ideological and political education for college students in the Internet age, and explores effective countermeasures for ideological and political education for reference by relevant personnel.

### **1. Introduction**

Currently in the stage of rapid development of network technology, various network information penetrates into the life and study of college students. Because college students have a certain subjective consciousness, they are willing to follow their subjective ideas to choose the network information they like. The current network information is uneven, and college students are very easy to lose themselves in the network ocean, and thus cannot form the correct three views, nor can they form a good moral character. Colleges and universities need to pay sufficient attention to this issue and apply effective methods to carry out ideological and political education in the Internet age. Therefore, it is necessary to clarify the challenges faced by the development of ideological and political education work and grasp the characteristics of college ideological and political education in the Internet age to promote college students Establish the correct three views, correct the learning attitude, and then be able to strengthen the belief and work hard for their own ideals.

### **2. Challenges of Ideological and Political Education of College Students in the Internet Age**

The information technology revolution is a major development opportunity for people's production and life. Especially in the innovation of education and teaching, the application of multimedia technology has made great changes in education, and has improved the teaching level with diversified teaching situations and models. . Due to the application of information technology, the current ideological and political education of college students has brought certain challenges, and then has a certain impact. The following is a specific analysis:

#### **2.1 Bad Information Causes College Students to Develop Three Wrong Views**

In the Internet age, people receive huge amounts of information every day. Although it has enriched people's information world, visual fatigue is caused by the complexity of the categories. In addition, although college students have a subjective consciousness, they lack social experience, causing them to be in the Internet environment. Lack of the ability to distinguish right from wrong with information, and it is very easy to blindly follow the trend, which is easily affected by bad information. In serious cases, cognitive errors, loss of moral standards, and serious physical and

mental damage will occur. Under special circumstances, some college students strayed into it. Go astray and get involved in the whirlpool of online fraud. In the context of internationalization, there are cultural differences between China and the West. Western countries spread democracy and free speech on excuses, and invisibly infiltrate bourgeois ideology, causing some college students to be disturbed by such information, changing their own moral values, and not being able to use society. The core values of socialism are oriented to establish the ideal of life, which violates the positive ideological and political education [1].

## **2.2 The Virtual World Exacerbates the Indifference of Interpersonal Relationships**

In the Internet information age, people live in a virtual world. This virtual world is an open world. Anyone in the world can communicate in this virtual world. After the popularization of Internet information technology, network information technology has been actively and widely used in interpersonal communication, commodity trading, etc., which has caused certain changes in people's lifestyles in the Internet age. However, there is a certain difference between this and the real world. The virtual world completes corresponding activities through the Internet, and the identity of the other party cannot be clarified. Communication can be achieved only through Internet information technology. Although this method produces certain Convenience, but it also leads to a gradual indifference in interpersonal relationships. Especially the current high school college students, because college students can show strong enthusiasm and interest in new things, college students are extremely proficient in the application of the Internet, which will ignore the establishment of interpersonal relationships around them, and even cause college students to lose their social skills. , Causing frequent conflicts and contradictions, causing students to escape from reality, which has a certain impact on the physical and mental health of students [2].

## **2.3 Publicity of Personality Challenges the Authority of Teaching Workers**

Traditional ideological and political education and teaching work often takes teachers as the main body and implements unilateral teaching work. Students can only learn passively. Teachers have extremely high authority in teaching work, and teachers can lead teaching work and control students' In learning, the passive status of students can only be passively selected, and teachers can evaluate students' performance [3]. In the Internet age, students' thinking and concepts are relatively open, and the ways of communication between students are increasing. The communication space enjoyed by college students is gradually expanding, and their subjective consciousness is gradually increasing. Therefore, students show distinctive personalities. The publicity of students' personality will challenge the authority of teaching workers, which will cause teaching workers to lose their authority and appeal, and will also affect the good relationship between teachers and students, and ultimately lead to the ineffective development and implementation of ideological and political education [4].

## **2.4 Changes in Teaching Methods**

Traditional classroom teaching methods have undergone certain changes in the Internet age. Traditional media, including TV magazines, will gradually become integrated, and traditional media and new media will merge into converged media, which has opened a new era of media. In addition, students can study outside of class time, and can analyze problems and difficulties in learning at any time. In the Internet age, ideological and political education needs to clarify the changes in teaching methods, and then use effective media methods to produce teaching courseware content, so as to guide students to better master relevant knowledge.

## **3. Specific Countermeasures for Ideological and Political Education of College Students in the Internet Age**

In important meetings, the party and the state pointed out that it is necessary to implement cultural construction work closely in accordance with the socialist spiritual civilization construction work ideology, actively explore scientific, reasonable and effective development ideas, and study

effective methods and methods to improve the society of ideological and political education work Value, enhance influence and appeal. Here we need to pay attention to the application of Internet information technology to carry out ideological and political education work, so as to improve the effectiveness of ideological and political work, expand coverage, and enhance social influence. This is an important method and effective way for ideological and political education in the Internet age. In the context of the Internet age, the implementation of countermeasures for ideological and political education is an extremely critical and important task. This can meet the urgent needs of college students to improve their ideological realm. The specific countermeasures are as follows:

### **3.1 Improve the Ideological and Political Literacy of Teaching Staff**

Improving the ideological and political literacy of teaching workers is an urgent requirement and a basic need for ideological and political education under the background of the current new curriculum reform situation. Ideological and political education can not only spread knowledge, but also help the effective implementation of the construction of socialist spiritual civilization. In the work of ideological and political education, teaching workers need to have good Marxist ideas to assist students to establish correct values of life [5].

In addition, in the Internet age and the rapid social rhythm, the psychological quality of college students needs to meet the needs of social development, and they must have a strong ability to resist setbacks and failures. Therefore, they have a huge pressure on the learning and growth of college students. Ushered in a certain challenge. Ideological and political teaching workers need to exercise the psychological quality of college students on the basis of actively improving their own ideological and political literacy, assist students to form strong willpower and perseverance, and allow students to face life, study and work with a positive attitude. Only then can the role and advantages of ideological and political education work be brought into play to promote students to achieve good development.

### **3.2 Create a Safe and Orderly Legal Environment**

In the current situation of social development, legal concepts have gradually penetrated into people's lives, studies, and work. Therefore, in order to better promote social development, it is necessary to create a safe and orderly environment for the rule of law and accelerate the progress of network legislation. Speed up the implementation of the construction of a legal society, apply advanced Internet information technology to ensure the normal operation of the network, and on this basis, improve and improve the content of laws and regulations, and enhance the legal effect. Some people who spread bad ideas need to be severely cracked down, and Give corresponding punishments, establish the authority of the law, and give warnings to some people with bad ideas, so as to create a good ideological and political education work environment, so as to realize the network and informationization of the ideological and political education of college students[6] .

### **3.3 Create a Healthy and Good Ethical Environment**

The Internet age is an era of rapid global social and economic development, and it is also an era of promoting social progress. In the Internet age, people's moral quality is gradually improving. Purging the network environment through the application of Internet information technology requires attention and attention. Therefore, it is necessary to have a good moral environment. The moral environment in the Internet age needs to be based on truth, goodness and beauty, and strengthen the evaluation of public opinion, personal beliefs, and living habits, so that people's moral qualities can be evaluated and the relationship between people in the Internet age can be effectively regulated. Therefore, in the Internet age, the ideological and political education of college students needs to create a healthy and good moral environment, and the Internet information technology needs to be correctly applied with ethical standards, so that healthy and correct interpersonal communication can be carried out.

### **3.4 Establish a Scientific and Complete Network Supervision System**

In the Internet age, the ideological and political education of college students is facing some

challenges. Therefore, effective supervision and management are needed, and the supervision role of the network is actively played. It can assist the ideological and political education to play its own role and advantages, and integrate the legal concept and The code of ethics is implemented in specific educational work. Therefore, it is necessary to establish a scientific and complete network supervision system, including ideological and political education websites, which will help to develop ideological and political education, expand the coverage of ideological and political education, and can manage the management of ideological and political education in a unified manner, which is valuable to college students' lives. The formation of ideas has had a positive effect, and it has also had a positive impact. The application of Internet information technology can clarify the direction of public opinion, establish a correct attitude on this basis, and form a good moral character, which can improve the network supervision system [7].

### **3.5 Establish a Network System for Ideological and Political Education**

The establishment of the ideological and political education work network system is mainly embodied in the form of thematic website, and this needs to be applied to the socialist development theory. College ideological and political education work network system can provide services for teachers and students, and build a network promotion platform, so that you can grasp the specific problems of students, clarify students' ideological trends, and implement ideological and political education work in a targeted and targeted manner. Therefore, it is necessary to clarify the actual situation of teaching in colleges and universities, to show the humanistic education concept of ideological and political education, and to scientifically design the education network system, so that the teaching work can be extended to the Internet information platform. Implement ideological and political teaching communication activities according to the specific situation, improve the influence and practical value of the ideological and political education work network system, and ensure that the ideological and political work has strong modernity, timeliness and purpose. Nowadays, some colleges and universities have gradually built campus intranets. The official websites and forums of schools can create opportunities for students to communicate and communicate, so as to realize the network informationization of ideological and political education, but there is no effective application of network advantages, so it is necessary to ensure The convenience and effectiveness of the internet for ideological and political education. Through the application of network information technology, data information and ideological and political education teaching content can be shared, so that a network system for ideological and political education in colleges and universities can be established and improved, so as to promote the normal development and implementation of teaching work and accelerate the progress of ideological and political education for college students.

## **4. Conclusion**

In summary, the ideological and political education of college students in the Internet age is facing some challenges, which will affect the development and implementation of ideological and political education. Therefore, in order to better implement the ideological and political education of college students and apply effective countermeasures in the Internet age to improve and perfect the ideological and political education and teaching work system, it is necessary to improve the ideological and political literacy of teaching staff, create a safe and orderly legal environment, and create A healthy and good moral environment, the establishment of a scientific and complete network supervision system, and the establishment of an ideological and political education network system can assist college students to better accept ideological and political education, and constantly improve themselves.

## **5. Acknowledgment**

If any, should be placed before the references section without numbering.

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