The Purpose, Scope and Measures of College Students' Ideological and Political Education in the Mobile Internet Era

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Abstract: In the 21st century, the rapid development of mobile Internet has become one of the most remarkable phenomena in the field of global information and communication. While enhancing the effectiveness of Ideological and political education, college students are also facing challenges in their world outlook and mental health. In this context, the current situation of Ideological and political education of college students is studied, and the impact of mobile Internet technology on Ideological and political education of contemporary college students is analyzed. The author analyzes the positive and negative effects brought by the mobile network era to the ideological and political education of college students. On the basis of this, starting from the four elements of ideological and political education, it proposes to promote the ideological and political education of college students in the era of mobile network. Effective Ways.

1. Introduction

The advent of the mobile network era has given new questions to college students' ideological and political education. How to seize opportunities, meet challenges, and benefit and avoid disadvantages, and promote the ideological and political education of college students in a solid and effective way has become an important issue for college students' work [1]. In colleges and universities, the "low-headed family" and "think family" are everywhere, which has aroused the concern of all sectors of society, especially educators. How to correctly use this technology in college students' ideological and political education to improve the pertinence and effectiveness of college students' ideological and political education is a major and serious issue that must be dealt with by ideological and political workers in colleges and universities today [2]. This requires ideological and political education workers to maintain a dialectical attitude when studying the impact of mobile Internet on college students' thinking. For the first time, the central leadership in charge of national cultural publicity, education and ideological and political work mentioned the new media equipment and its relationship with ideology, emphasizing the use of mobile phones and other carriers to broaden the channels of Ideological and political work [3]. As an important part of Chinese netizens, the mobile Internet is rapidly changing their living environment and thinking mode with its powerful information function and rich entertainment function. China has officially entered the era of mobile internet, becoming the largest mobile Internet user market in the world [4].

At present, the commercial expansion of mobile Internet in China is in full swing. As the most promising new media technology, mobile Internet is becoming more and more perfect. Mobile Internet is gradually affecting and changing people's way of life, behavior and thinking [5]. With the maturity of 3G technology and the popularity of smart phones, the mobile Internet based on mobile information terminal and mobile communication technology has rapidly developed into a new technology with wide coverage, huge impact and strong momentum of development. In fact, the whole society has entered the era of mobile Internet based on the third generation mobile communication technology [6]. Therefore, scientifically analyze the characteristics of communication in the era of mobile Internet and the impact of mobile Internet on the ideological and political education of college students. On the basis of this, the corresponding countermeasures are proposed. It is of great significance and practical value to enhance the pertinence and

effectiveness of college students' ideological and political education and help college students form a scientific world outlook, outlook on life and values [7]. On the positive side, we must uphold the traditional educational principles, and on this basis, establish a new concept of education and make full use of emerging mobile social tools and ideological and political education websites. This two-pronged approach can better enhance the effectiveness of college students' ideological and political education [8].

2. Methodology

The rise of mobile Internet technology has brought positive and negative effects to the ideological and political education of college students. The miniaturization of network terminal equipment has continuously improved its portability. The portable Internet has changed from a technological ideal to reality. The mobile network realizes seamless integration with people's daily life. Logging in to the Internet to obtain information can be realized anytime and anywhere. Things [9]. For the negative impact of mobile Internet, we should strengthen network supervision and improve the immunity of college students to bad information on mobile networks. This reflects the central government's emphasis on mobile media in the context of the Internet era [10]. China Mobile Internet not only inherits the characteristics of mobile communication anytime, anywhere, but also enjoys the advantages of opening, sharing and interaction of traditional fixed Internet. In this context, how to innovate the ways and methods of Ideological and political education of College students, occupy the new network information dissemination platform, and cultivate a healthy and upward mobile Internet culture. How to improve the effectiveness of Ideological and political education of college students is an important issue we are facing. This makes the cognition between students and teachers no longer confined to the classroom, but extended to a wider space outside the classroom, thus the distance between teachers and students is infinitely narrowed.

The huge market space of mobile Internet is blooming gradually. The overall scale of Internet users in China Mobile Internet changes as shown in Table 1.

Table 1 Changes in the number of Internet users using mobile Internet in China

Project	2016	2017	2018
Overall scale of Netizens (10,000 people)	46854	47895	49652
Scale of Mobile Internet Netizens (Ten Thousands)	35242	37854	40658

At present, 4G technology is coming rapidly after 3G, and various media information is moving more smoothly and mobile phone is more convenient to access the Internet. It has changed people's behavior mode to a certain extent, affecting people's thinking habits. Especially for the younger generation, the impact is greater and the significance is more far-reaching. This change poses a serious challenge to ideological education in Colleges and universities. Mobile Internet has the characteristics of large amount of information, abundant resources, convenient transmission and free from time and space restrictions. All kinds of data such as text, pictures, audio and so on can be saved and used, which provides great convenience for the collation and dissemination of information. This "mobile Internet" has completely overcome the technical bottlenecks such as narrow bandwidth and slow information transmission of the previous two generations of mobile communication technology networks. Therefore, the multimedia means can be truly integrated into the wireless network world, and the user can obtain rich Internet resources by accessing the network through a mobile communication terminal such as a mobile phone. At present, with the promotion of new media technologies, the mobile Internet's communication capabilities are being widely used, including governments, enterprises and individuals, all using mobile Internet for all aspects of information transmission and communication. With people's new media habits and consumption.

The establishment of habits, with the surge of the boom, some experts predict that the mobile Internet will likely become the most influential new media power of the century.

3. Result Analysis and Discussion

"Einstein in the wireless communications industry" Oston Mazitalu once claimed that the "network age" is just a transitional statement. The wireless information communication products represented by mobile phones are the future masters. In the mobile internet environment, people's learning, work and life are undergoing tremendous innovation. You can video chat with your classmates on the bus. You can watch the live broadcast of the London Olympics in the study room. In the context of such a technology-led and radical change in social lifestyles, new technologies have made ideas more active. How to innovate the ways and means of contemporary college students' ideological and political education, improve the effectiveness of ideological education, and cultivate a healthy new culture of mobile Internet full of "positive energy" is a hurdle that ideological and political workers must overcome. Students can not only use mobile devices to contact teachers, but also interact with teachers on social software such as Weibo and Weixin Friends Circle. They can also get important information anytime and anywhere through the official Weibo of schools. Teachers can make serious ideological and political education content more vivid through the mobile internet, and enhance the appeal and attraction of Ideological and political education. This kind of equal rather than compulsory, interactive rather than one-way, guiding rather than indoctrinating way of Ideological and political education can greatly enhance the effectiveness of Ideological and political education in Colleges and universities.

In order to accurately understand the current situation of college students using mobile Internet, the author selected 400 students from a university and conducted a questionnaire survey. Their gender distribution is shown in Figure 1. The categories of majors studied are shown in Figure 2.
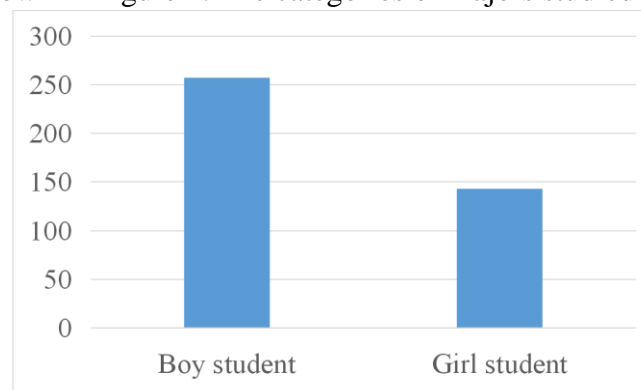

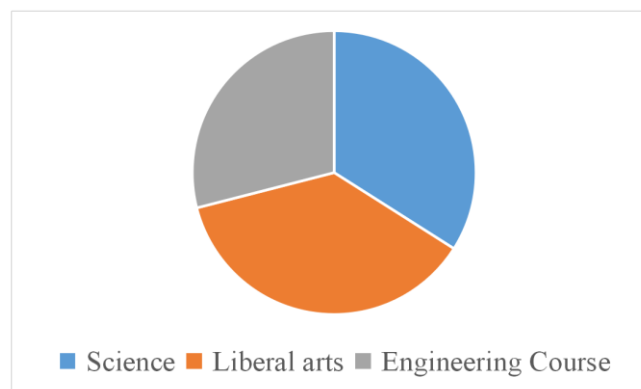Fig.1. Extracts the Sex Distribution Map of Students

Fig.2. Extracts the maps of students' Majors

Mobile Internet enriches teaching resources and opens up a new platform for ideological and political education. In the current university campus, the use of mobile Internet with mobile phone

as mobile terminal has been very common. At the same time, its functional applications are no longer limited to voice calls and sending and receiving short messages. More and more college students begin to watch news on the Internet through mobile phones, browse websites, and weave a "neck" with mobile phones. With the advent of the times, more and more people feel the infinite charm of the new media technology of mobile internet. These data further indicate that with the advent of 3G and even the 4G era, the mobile Internet has experienced explosive growth, and more and more young college students and young intellectuals are beginning to use the mobile Internet. It can be said that the mobile Internet is increasingly being used and recognized by students. The college ideological and political theory classroom can use this feature to quickly and timely update the teaching content, supplement the latest teaching resources, and combine the latest teaching materials for scientific analysis and explanation, so as to achieve better teaching results. The clear website design allows students and faculty to get the information they need in the first place, which is undoubtedly attractive to students. Therefore, the main body of college education is college students, and it also bears certain responsibilities and obligations of social education.

4. Conclusions

With the rapid development of network information technology and the issuance of 3G licenses, China officially entered the 3G first year in 2009, officially opening the era of China's mobile Internet. The ideological and political education team in colleges and universities is the backbone and organizational guarantee for the ideological and political education of college students. How to let the traditional ideological and political work methods and methods plug into the wings of the mobile Internet and become a "click mouse" in the hands of ideological and political workers. In order to create a superior mobile network ideological and political education environment, educators should focus on the construction of both aspects. The first is to build a sound mobile network public opinion information monitoring mechanism. The development of mobile Internet technology has brought us a new opportunity to improve the attractiveness of students' ideological and political education websites. We should seize the opportunity to actively play the unique advantages of mobile internet. This "mobile internet" overcomes the technical bottlenecks of narrow bandwidth and slow data transmission in the first two generations of mobile communication technology, and enables multimedia means to truly integrate into the wireless network world. Users can access the network through mobile terminals such as mobile phones to obtain rich Internet resources. Ideological and political education is a subject with strong practicality. Under the new situation, it is of great practical and theoretical significance for our ideological and political education work in Colleges and universities to make a real, objective and comprehensive description and analysis of the information obtained through the investigation and research in the new field of mobile internet.

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