

# Thoughts on the Ideological and Political Education Management of College Students Enabled by Information Technology

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**Abstract:** With the rapid development and wide application of information technology, how to skillfully use this tool to improve the effectiveness of the ideological and political education management of college students has become an important issue to be discussed in the field of education. The introduction of information technology can not only significantly improve the pertinency and effectiveness of ideological and political education, but also effectively stimulate students' interest and enthusiasm in learning, and promote them to participate in the learning process more deeply. At the same time, teachers can, with the help of the convenience of information technology, have a more comprehensive insight into the needs and expectations of students, so as to optimize and adjust the educational content targeted. This paper focuses on exploring the specific application strategies of information technology in the management of ideological and political education of college students, in order to provide useful reference and inspiration for the future education work, and promote the ideological and political education to keep pace with The Times, innovate and develop.

**Keywords:** Information technology; Enabling; Ideological and political education management

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## Introduction

With the rapid development and wide application of information technology, its far-reaching impact and huge potential for various fields around the world have been widely recognized. In the field of higher education, especially for the management of ideological and political education for college students, how to make full use of this advanced technical tool has become the focus of urgent research and discussion by teachers. Only by deeply excavating and giving full play to the unique advantages of information technology can the effectiveness, pertinacity and attraction of ideological and political education be significantly improved. In addition, through the in-depth application of information technology, it can be more precise insight into the personalized needs of students, so as to promote the all-round development of students, and provide continuous impetus for the continuous innovation and substantive progress of ideological and political education. This motivation will help to continuously optimize the content and methods of education to meet the changing learning needs of students, and promote ideological and political education to keep pace with The Times and innovative development.

## 1. Information technology enables the importance of ideological and political education and management for college students

First of all, the introduction of information technology has brought new vitality to ideological and political education, and greatly enriched the teaching content and teaching methods. Teachers can use the network, multimedia and other advanced technologies to transform abstract and esoteric theoretical knowledge into vivid and attractive teaching content, so as to effectively stimulate students' interest in learning and desire for knowledge. At the same time, interactive activities will be carried out through the information technology platform, which will help enhance students' participation and sense of belonging, and cultivate their good habits of independent learning and lifelong learning.

Secondly, information technology plays a pivotal role in ideological and political education management, which significantly

improves the management efficiency and accuracy. Building a digital management system, teachers can grasp students' learning situation and ideological dynamics in real time, find problems in time, and provide targeted guidance and help.

Finally, information technology has unique advantages in cultivating college students' innovative spirit and practical ability. By guiding students to participate in network innovation projects and carrying out online practice activities, teachers can help students to apply what they have learned to solve practical problems, so as to exercise their innovative thinking and practical ability. This can not only improve the comprehensive quality and competitiveness of students, but also cultivate more excellent talents with innovative consciousness and practical ability for the society.

## **2. Information technology to empower college students' ideological and political education management strategy**

### **2.1 Enrich the content of the ideological and political network station**

Information technology has injected new vitality into the management of ideological and political education of college students, among which, the rich content of ideological and political network station has become the key factor to improve the effect of education<sup>[1]</sup>.

First of all, the use of information technology, flexible integration of multimedia resources, make the traditional ideological and political theory can be presented more vivid and intuitive. By integrating multimedia elements such as pictures, audio and video, the complex ideological and political knowledge system is transformed into vivid and audio-visual teaching content, so as to help students to understand and master the relevant knowledge more deeply. This rich and diverse display method can not only effectively attract the attention of students, but also further stimulate their interest in learning, making ideological and political education more attractive and effective.

Secondly, in order to ensure that the content of the ideological and political website remains real-time and attractive, it is necessary to constantly update and release the information closely related to social hot spots, national policies, school news and so on. The move is to ensure that the content of the website always keeps pace with The Times and is close to the needs of students. Through real-time update and release of hot topics closely linked to the social reality and students' daily life, it can not only guide students to pay attention to the social development trends, but also help them establish a sense of cognition and responsibility for the society. This real-time update strategy can not only stimulate students' enthusiasm for participation, but also encourage them to more actively engage in ideological and political study.

Finally, using big data technology for data statistics and feedback analysis is a crucial link to improve the effect of ideological and political education. It is necessary to comprehensively and deeply analyze students' browsing behavior, click preference and interaction mode on the website, so as to more accurately grasp students' learning habits, interests and personality needs, so as to make a more accurate evaluation of the practical results of ideological and political education. Based on the data analysis results, not only the educational content can be optimized, but also the design and function of the website can be adjusted according to the feedback of students, so as to make it closer to students' learning habits and expectations. In this way, students can be provided with more personalized and efficient ideological and political education services, and comprehensively promote their development and growth.

### **2.2 Embedding of algorithmic techniques**

The in-depth application of algorithm technology in ideological and political education of college students reveals a real-time insight into students' ideological dynamics, personalized push of education content and the possibility of early warning of potential problems, so as to realize accurate teaching.

First of all, teachers can use data mining technology to deeply analyze students' learning behavior and form a fine and comprehensive portrait of students. These portraits reveal students' learning preferences, confusion and interests, and deeply reflect the evolution of their values and thoughts in ideological and political learning. With these in-depth understanding, teachers formulate more targeted teaching strategies to meet the personalized needs of students, and make ideological and political education more close to students' reality, and have more far-reaching influence.

In addition, combining with natural language processing and emotion analysis techniques, teachers can more accurately grasp students' emotional changes and ideological tendencies. When students' comments or emotions on the platform show negative, confused or other potential ideological problems, teachers can quickly get early warning, and carry out targeted intervention and guidance. This mechanism improves the timeliness and pertinacity of ideological and political education, creates an educational environment that is understood and cared for, and improves the effectiveness and popularity of education.

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### **2.3 To create a communication platform between teachers and students**

Information technology plays an important role in the management of ideological and political education of college students, especially in building a communication platform between teachers and students.

First, through the establishment of online interactive communities, it provides a key interactive space for teacher-student communication. This community environment helps to promote students' learning experience sharing and problem discussion, thus effectively cultivating their independent learning and independent thinking ability. Using existing social platforms or educational technology tools, interactive communities with thematic discussion, question and answer interaction, and team collaboration can be built. In such a community, students can not only ask questions and share resources, but also actively participate in the in-depth discussions of various ideological and political topics, so as to deepen their understanding of ideological and political knowledge. Teachers play a role of guiding and promoting, respond to students' questions and opinions in time, and promote the in-depth discussion of topics to ensure the quality and guidance of the discussion.

Secondly, make full use of the convenience of instant messaging tools to further strengthen the communication between teachers and students. Compared with traditional teaching models, instant messaging tools (such as wechat, QQ, etc.) can ensure that students can quickly get answers and help from teachers when they encounter problems. This mechanism of immediate feedback not only significantly improves the immediacy of ideological and political education, but also provides accurate guidance according to the actual situation and needs of students. Through instant messaging tools, teachers can also timely understand students' learning progress and feedback, so as to flexibly adjust teaching strategies and teaching content, so that ideological and political education is more closely combined with the actual needs of students. This close combination makes ideological and political education more targeted and practical significance, and effectively enhances its actual influence and effect in students' daily life.

## **Conclusion**

To sum up, information technology has injected new vitality and brought diversified opportunities for the ideological and political education management of college students. With the excellent advantages of information technology, it can improve the immediacy and accuracy of ideological and political education, and boost the overall progress of students. In the future, we should continue to dig into the potential of information technology in ideological and political education, and constantly innovate the application to realize the continuous optimization of educational results.

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