Research on Ideological and Political Education in Universities Based on the Internet Era

Yelin Zhao

Sichuan Tourism University , Sichuan 610100 , Chengdu China

Abstract: With the rapid development of Internet technology, ideological and political education in universities faces unprecedented challenges and opportunities in the new era. The widespread use of the Internet has made information dissemination more convenient and rapid, while also presenting a trend towards diversification and fragmentation. Against this backdrop, how to effectively conduct ideological and political education in universities, guide students in handling information correctly, and enhance their ability to think critically has become an important issue. This paper aims to explore strategies for ideological and political education in universities based on the Internet era, in order to provide beneficial references for the practice of ideological and political education.

Keywords: Internet era; Universities; Ideological and political education

Introduction:

The advent of the Internet era has brought new challenges and opportunities to ideological and political education in universities. In an era of information explosion, students face information inputs from multiple sources and channels. Conducting ideological and political education in such an environment, guiding students to establish correct worldviews, outlooks on life, and values, has become one of the important tasks of university education. In the Internet era, how to strengthen the effectiveness and pertinence of ideological and political education in universities through innovative thinking and educational methods is a crucial measure to adapt to the development needs of the times and promote the healthy development of university education.

1. The Significance of Conducting Network Ideological and Political Education in Universities

1.1 0Enhancing Information Dissemination Efficiency through Online Ideological and Political Education

In today's era of rapid information technology development, the internet has become a crucial channel for information dissemination, especially among college students, who are particularly adept at using online platforms. Universities utilizing the internet for ideological and political education can effectively convey the Party's propositions and national policies, enabling students to access a wealth of educational resources anytime and anywhere. This approach not only breaks the time and spatial limitations of traditional education models but also allows for the broader sharing and utilization of high-quality educational resources, significantly expanding the reach of ideological and political education.

1.2 Stimulating Active Learning and Innovation through Online Ideological and Political Education

Through online platforms, universities can organize various interactive, discussion, and debate activities. These not only provide students with a platform for freely expressing opinions and exchanging ideas but also effectively stimulate their critical thinking and innovative spirit. Under this educational model, students are encouraged to engage in critical thinking and autonomous learning, which is crucial for developing their individualized and diversified abilities.

1.3 Promoting Precision in Education through Online Ideological and Political Education

Utilizing the information collection and data analysis capabilities of online platforms, universities can more accurately grasp stu-

dents' ideological trends and psychological needs, thereby achieving personalized customization of educational content and methods. This precise educational strategy not only enhances the effectiveness of education but also better meets the individualized needs of students, supporting their comprehensive development.[1]

2. Problems in the Implementation of Effective Ideological and Political Education in the Internet Age

2.1 The Dual Challenge of Information Security and the Online Environment

The openness and anonymity of the internet space can easily lead to the spread of incorrect or harmful information, posing a potential threat to students' values and worldviews. At the same time, the complexity of the online environment also presents difficulties for the effective implementation of ideological and political education, particularly in how to ensure the correctness and appropriateness of educational content while protecting students' privacy, which becomes an urgent issue to be addressed.

2.2 The Contradiction between Students' Individualized Needs and the Standardization of Educational Content

With the popularization of the internet, students have increasingly diverse channels for obtaining information, leading to more pronounced individualized needs. However, the content of ideological and political education in universities is often standardized and fails to meet the individual development needs of all students. This contradiction results in uneven educational effects, making it difficult for some students to receive the guidance and inspiration they need from existing educational resources.[2]

2.3 The Lag in Educational Methods and Technology Application

Although the internet provides a new platform for ideological and political education, many universities still lag behind in educational methods and technology application. There is a significant discrepancy between traditional teaching methods and modern students' learning habits, and the full potential of internet technology has not been utilized to innovate the teaching methods of ideological and political education. Moreover, teachers' mastery and application abilities of emerging technologies also affect the improvement of educational quality, leading to the untapped potential of ideological and political education in engaging student participation and enhancing learning outcomes.

3. Pathways to Enhance the Level of Network Ideological and Political Education in Universities

3.1 Leveraging the Coordinated Role of Ideological and Political Education in Courses

Ideological and political education within courses serves as a crucial carrier for ideological and political education in universities, exerting profound influence. By integrating elements of ideological and political education into various courses, universities can achieve organic integration of knowledge and ideology, enabling students to enhance their understanding and identification with socialist core values while studying their respective disciplines. Ideological and political education within courses can be realized through the incorporation of specialized ideological and political courses or embedding ideological and political content into various subject courses, allowing students to receive ideological and political education in their daily learning, gradually cultivating correct worldviews, values, and behavioral norms. Furthermore, universities can combine ideological and political education within courses with the cultivation of practical abilities by guiding students to apply professional knowledge to solve practical problems and participate in social practice activities, promoting comprehensive improvement of students' overall quality. For instance, universities can organize students to participate in teaching or agricultural activities in rural or impoverished areas, allowing them to experience social realities firsthand, understand the living conditions of grassroots communities, and apply their acquired knowledge to provide assistance, thereby fostering students' sense of social responsibility and enhancing their practical abilities. Universities can also organize students to conduct community investigation projects, analyze the needs of community residents, propose relevant solutions, and implement corresponding plans, thereby promoting comprehensive improvement of students' overall quality. Utilizing modern information technology means, universities can create interactive and multimedia ideological and political education teaching platforms, enriching teaching content and forms to enhance teaching effectiveness. In summary, leveraging the coordinated role of ideological and political education within courses can not only strengthen the full coverage and comprehensive penetration of ideological and political education in universities but also enhance the depth and breadth of education, continuously improving the level of ideological and political education in universities.

3.2 Effectively Guiding Students in the Correct Use of Mobile Internet

In the era of informatization, universities must prioritize strengthening effective guidance on students' correct use of the mobile Internet. This includes not only enhancing students' network ethics education and promoting their awareness of participating in democratic processes online but also cultivating their sense of political responsibility to ensure the orderly development of students' online political participation. Universities can encourage students to utilize new media and other technological means to actively engage in the dissemination of correct political ideologies. This involves guiding them to properly interpret news and hot topics, forming positive and correct ideological and political concepts, and participating in online political activities in a healthy and orderly manner. For example, universities can establish student new media studios, providing professional training and resource support, and encouraging students to use platforms such as Weibo and WeChat public accounts to publish analyses of political hot topics, social observation commentaries, etc., guiding public opinion and promoting the dissemination of correct political ideologies.

Additionally, universities can organize political knowledge competitions, debates, and other activities to stimulate students' enthusiasm for learning and active participation, deepening their understanding of national policies and social issues. Meanwhile, universities can establish strict supervision and management systems to regulate students' behavior on internet platforms, cultivating their sense of autonomy and self-discipline, improving their legal literacy and political qualities, and encouraging students to consciously abide by network ethics, laws, and regulations. This helps enhance students' ability to discern various types of information, especially political information on the internet.

3.3 Accelerating the Integration of Ideological and Political Education Courses with Digitalization

As an integral component of ideological and political education in universities, the integration of ideological and political education courses with digital technology can significantly expand teaching methods and enhance teaching effectiveness. Universities can utilize digital technology to create diverse and interactive teaching platforms for ideological and political education courses, providing students with abundant learning resources and modes to meet diverse learning needs. Digital teaching platforms enable flexible combination and updating of course content, timely feedback on student learning situations, assistance in personalized teaching design and evaluation for teachers, thereby enhancing teaching effectiveness.

Furthermore, utilizing the interactive features provided by online teaching platforms, real-time activities such as polling, discussions, and quizzes can be conducted to encourage active student participation and improve learning effectiveness. Digital teaching also enables the provision of live streaming and recorded lectures for ideological and political education courses, facilitating resource sharing and expanding the coverage of ideological and political education.

In summary, accelerating the integration of ideological and political education courses with digitalization contributes to enhancing the level of ideological and political education in universities, meeting the developmental needs of the internet era, and driving innovation and development in ideological and political education in universities.

Conclusion

Modern ideological and political education in universities requires continuous innovation in teaching methods and content on the basis of traditional classroom teaching to adapt to the new demands of students' information acquisition. Universities should emphasize the importance of student participation in practical activities, allowing them to explore, experience, and reflect through practice, truly applying the knowledge they have learned to practical situations and enhancing their comprehensive qualities. The work of ideological and political education in universities should not only focus on traditional classroom teaching but also keep pace with the times, utilizing modern technological means to guide students in the correct use of the internet and active participation in social practice, thereby promoting the comprehensive improvement of students' qualities and making positive contributions to the cultivation of well-rounded socialist builders.

References:

[1] Dong, X. W. Research on the Path of Enhancing Affinity in Ideological and Political Education of Higher Vocational Colleges in the Internet Era. China New Communications, 2022, (24): 239-242.

[2] Ding, J. J. Reform and Innovation of School Ideological and Political Theory Courses in the Internet Era—Review of "Theory and Practice of Flipped Classroom in Ideological and Political Courses in the Internet Era in Colleges and Universities". Science and Technology Management Research, 2021, (09): 232-233.

About the author:

Yelin Zhao (1997-), female, Han ethnicity, researcher at the School of Marxism at Sichuan Tourism University, research direction: Marxist theory.