Analysis on the Precise Development of Digital Empowerment Network Ideological and Political Education

Hanying Hou

Sichuan Normal University, Chengdu 610101, China

Abstract: The accurate development of network ideological and political education with digital empowerment is the realistic need for colleges and universities in the new era to implement the fundamental task of moral cultivation, promote the modernization reform of education governance, and train qualified socialist builders and reliable successors. Its promotion is faced with the cognitive dilemma of ideological and political workers, the organizational dilemma of the construction of online ideological and political education platforms in colleges and universities, and the lack of compound professional talent resources. We can try to meet the needs of "people", meet the needs of "time", find the breakthrough of "things", and grasp the four-dimensional trend of "potential" to achieve a breakthrough.

Keywords: Digitalization; Network ideological and political education; Dilemma analysis; Breakthrough path

As the main object of ideological and political education in the new era, young college students in the web2.0 era are "digital natives" in the true sense. The digital network constructs the "first environment" for their study and life, and becomes an important platform for their information acquisition, interaction and self-expression. It also makes them encounter multiple impacts such as ideals, beliefs, value orientation and way of thinking. The forms and methods of traditional ideological and political education have been unable to meet the training needs of new people who take on the great responsibility of national rejuvenation. The accurate development of online ideological and political education with digital empowerment and the high integration of traditional advantages of ideological and political work with information technology are the realistic needs of colleges and universities in the new era to implement the fundamental task of cultivating morality and educating people and promote the modernization reform of education governance.

1. Analysis of the dilemma of the accurate development of digital empowerment network ideological and political education

The accurate development of digital empowerment network ideological and political education in colleges and universities in the new era is faced with the cognitive dilemma of ideological and political workers, the organizational dilemma of college network ideological and political education platform construction and the shortage of compound professional talent resources.

1.1 Cognitive dilemma: the traditional concept is limited and the motivation is insufficient

Ideological and political subjects in colleges and universities lag behind in their cognition of the accurate development of digital empowerment network ideological and political education, and have insufficient motivation to carry out ideological and political work reform and innovation. On the one hand, the solidified mode and inertial thinking of work promotion make them have insufficient understanding of the significance of promoting the development of network ideological and political work in colleges and universities in the new era. On the other hand, the precise development of ideological and political education with digital empowerment will inevitably bring about the improvement of the quality and ability of ideological and political workers, "some people lack the ability to use big data, it is difficult to deeply understand the theoretical logic of accurate thinking and politics, and are still accustomed to the traditional 'I speak, you listen' education model, it is difficult to achieve the accurate docking of education supply and education object demand." They are even repelled by the fear of technology, the fear of skills, the fear of new things."[1]

1.2 Organizational dilemma: lack of top-level design and weak collaborative consciousness

The construction of online ideological and political education platforms in some universities lacks overall planning and top-level design, and various departments such as the student work department and the academic Affairs Office operate independently, building design data operation platforms around the main responsibilities of the departments, consuming a lot of human and financial resources, but it is difficult to achieve mutual sharing of data. The data of each platform is not matched, not closed, and not synchronized, which only increases the work task of data verification and comparison of front-line counselors. The research and development investment of a single platform is insufficient, the degree of intensification and scale is low, the operation and maintenance is weak, and the teachers and students have a poor sense of use experience, resulting in a huge waste of resources, and the digital transformation of key data of ideological and political education is out of the question.

1.3 Resource dilemma: specialized strength is weak and compound talent is scarce

The accurate development of digital empowerment network ideological and political education is based on the effective use of digital technology and the reform and innovation of ideological and political work, which requires both full-time technical personnel and operational teams, and ideological and political educators who understand technology. Due to many factors such as funds and policies, colleges and universities lack of full-time technical personnel for the construction of digital platforms, platform functions are relatively basic, the collection and integration of massive unstructured data lag, and intelligent hardware and software facilities and equipment have not yet realized the organic integration with ideological and political education. The shortage of composite talents in digital technology and ideological and political education also leads to obstacles in the design of professional scales related to ideological and political education and the analysis and application of data, and the construction of digital platforms fails to really promote the realization of accurate ideological and political education.

2. The breakthrough path for the precise development of digital empowerment network ideological and political education

Ideological and political work is fundamentally the work of human life, and to do ideological and political work well, we should do it "because of things, because of the time, because of the trend and new." To explore the breakthrough path for the accurate development of digital empowerment network ideological and political education, it is necessary to meet the needs of "people", meet the needs of "time", find the breakthrough of "things", and grasp the trend of "potential".

2.1 Based on the fundamentals, people-oriented, with numbers to empower "people" education guidance

The precise development of digital empowerment network ideological and political education should be based on the principle of "focusing on students, caring for students, and serving students", and take the goal of "improving students' ideological level, political consciousness, moral quality, and cultural literacy, so that students can become talents with both morality and ability and all-round development" and the digital level of ideological and political education as the realization path. Build and strengthen digital platforms for ideological and political education in colleges and universities, promote the transformation of ideological and political education from "flood irrigation" to "precise drip irrigation", and use big data classification, grading, and classification to customize personalized growth plans for students, so as to improve the effectiveness and pertinency of ideological and political education.

2.2 Follow the rules, explore and innovate, and effectively promote the "time" with numbers

Times have changed, the main object of ideological and political education has changed, and the content, form and method of ideological and political education must also change. Colleges and universities should start from the top-level design to integrate the digital platform of ideological and political education in colleges and universities, integrate the main interests of various departments and units and smooth the expression of needs, strengthen coordination and interaction, and break the current "data island" dilemma. Strengthen the construction of composite teachers and specialized forces of digital technology and ideological and political education, and deepen the integration and development of information technology and ideological and political education in colleges and universities. Solve the long-term difficulties and blocking problems in the process of platform construction and application, break the shackles of traditional ideological and political education, and let teachers and students feel the real sense of gain brought by the construction of data platform.

2.3 Timely action, targeted force, and digital empowerment of the creation and transformation of "things"

The reform of online ideological and political education in colleges and universities should take "students difficult", "news and

current affairs" and "social hot spots" as the breakthrough point, strengthen the prediction, grasp and response to "things", and carry out targeted education guidance. First of all, strengthen the collection, processing and application of key data of ideological and political education such as students' psychological assessment results, students' campus "card" consumption, students' academic development, and so on, and find out and properly deal with the key problems of students' urgent difficulties and worries. Secondly, the university has set up a database of postgraduate entrance examination and postgraduate security, employment information, etc., so that students can use the data of previous students as a reference to realize scientific application; When students graduate, we recommend employment information to students according to their actual needs. Finally, taking current affairs news and social hot spots that students frequently search, pay close attention to, and even participate in discussions as the starting point, relying on "real people, real events, real cases" to carry out theoretical interpretation and educational guidance, and empower the creation and transformation of "things" with numbers.

2.4 Follow the trend, take advantage of the trend, and use numbers to enable the accurate grasp of "potential"

The accurate development of digital empowerment network ideological and political education should grasp the general trend of China's development in the world, grasp the latest trend of international and domestic situation; In order to "multiply" the development trend of digital networks, it is necessary to have a knowledge of the existence state and basic trend of cyberspace. First of all, the accurate development of digital empowerment network ideological and political education meets the trend of the promotion of education power to education power, colleges and universities should actively participate in the practice of powerful countries, and promote the accurate development direction of ideological and political education with the construction of digital platforms for ideological and political education. Secondly, the situation in the field of network ideology is dynamic and has its own rules of development and progress. Colleges and universities should "strengthen their awareness and consciousness, base themselves on the actual situation in the field of network ideology, and clarify the new features of the network ideological struggle" [2]. Based on the huge information and data resources, they should scientifically study and judge, predict the risk points of network ideological and political education, and prevent and resolve unknown risks.

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