

# Research on Innovative strategies of ideological and political education in colleges based on AR technology

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**Abstract:** With the deepening of education reform, ideological and political education in colleges should be further optimized. Teachers should actively introduce new education concepts and teaching methods, so as to better arouse students' interest, strengthen their understanding and application of the knowledge, and improve the education effect. AR technology will be virtual and real integration, a wide use of multimedia, three-dimensional modeling, real-time tracking and registration, intelligent interaction, sensing and other technical means, the application of simulation to the real world, can greatly enrich the content of ideological and political education work in colleges, broaden the path of education, for students more comprehensive development has a great role in promoting. In view of this, this paper will carry out an analysis of efficient ideological and political education innovation based on AR technology, and put forward some strategies.

**Key words:** AR technology; Universities; Ideological and political education; Innovation strategy

## 1. The value of innovation of ideological and political education in colleges based on AR technology

### 1. Establish the correct value concept

Ideological and political education in colleges should keep pace with The Times and strengthen work innovation. We should try to introduce new technology and new means, so as to further improve the innovation effect of ideological and political education, promote the further development of college students' comprehensive ideological and political level, and help them establish correct values. In addition, when carrying out ideological and political knowledge learning, college students' ideological and political level and comprehensive ability will be further improved, which will greatly promote the deepening of their understanding of socialist core values. In addition, by improving the quality of ideological and political education in colleges, college students can better learn, master and understand the knowledge of ideological and political knowledge, so that they can gradually recognize their own social value, and promote them to participate in social development and construction more actively.

### 2. Cultivate the sentiments of college students

For college students, ideological and political education plays a great role in promoting their long-term development. High-level ideological and political education is also the basis for helping college students to form good moral sentiments and ideological concepts. By carrying out ideological and political education innovation based on AR technology, it can help college students to further improve their thinking quality and learning efficiency, which will also have a very far-reaching impact on their future study and life. By carrying out ideological and political education innovation, it can promote college students to better deal with interpersonal relations, virtually help them develop a positive, upward and healthy attitude toward life, and broaden their life pattern. When carrying out ideological and political education work, we should analyze the characteristics of AR technology and integrate it into actual teaching more reasonably and scientifically, so as to optimize the teaching content and form, stimulate the students' learning interest and improve the education effect.

### 3. Enrich the cultural connotation of college students

In ideological and political education activities, there are a lot of cultural elements, which have a great role in promoting the all-round development of college students. By carrying out the ideological and political education innovation activities based on AR technology, college students can participate in knowledge exploration more actively, comprehensively and effectively, so that they can have a deeper understanding of the ideological connotation of the knowledge under the guidance of ideological and political knowledge, and improve their ideological and political learning level. It can be seen from here that the ideological and political education innovation based on AR technology can greatly improve the cultural literacy of college students and enable them to have a deeper understanding of the spiritual connotation under different cultural backgrounds.

## 2. The analysis of ideological and political education in colleges

### 1. Backward education concept and rigid education model

When carrying out ideological and political education, some teachers will still be influenced by traditional concepts and ideas, which is extremely unfavorable to the improvement of education effect. When carrying out some key and difficult ideological and political knowledge teaching, some teachers have insufficient analysis and in-depth situation, which greatly hinders the development of college students' thinking ability and the improvement of moral quality. In terms of evaluation, when evaluating college students, many teachers often put the main evaluation element on the test scores, and do not have a deep understanding of their actual ideological quality and moral accomplishment, which will have a great negative impact on the effect of ideological and political education. Under the influence of the traditional concept of education, many teachers do not understand AR technology, they rarely introduce new technical means in practical work, and they still teach in the classroom in the way of indoctrination. This will make it difficult for college students to feel the fun of learning from ideological and political education, which will lead to their resistance, resistance and other bad psychology, affecting their learning efficiency.

## 2. The complex external environment affects the formation of students' correct values

In the era of the Internet, college students have various ways to obtain information. They can use mobile phones, computers and other devices to search for information. In daily life, they will come into contact with a lot of information unconsciously. Due to the decentralized characteristics of information in the new era, the quality of the information exposed to college students is uneven, which will have a great impact on their identification of information quality. In addition, the speed of information dissemination in the Internet era is very fast, and college students can know the world events without going out of school. Some negative information may lead college students to have wrong ideas, which is extremely unfavorable to their future development. In addition, college students are in a critical period of physical and mental development and the formation of consciousness, and their ability to resist some bad information is relatively insufficient, which may lead to some college students' extreme thinking under the influence of bad information, which is unfavorable to their formation of correct outlook on life and values. In addition, we live in a pluralistic society, all kinds of ideas and cultures will have an impact on college students, if the traditional way of education is adopted, it is difficult to meet the needs of college students for ideological and political knowledge, which is not conducive to their long-term development.

## 3. The diversification of external information hinders the development of students' independent personality

College students are in an important period of personality development. When carrying out education activities, many college students will be exposed to rich knowledge content and information elements, which have a great impact on their personality development. When carrying out ideological and political education, we can find that many college students will be affected by external factors, they are difficult to reach an agreement on many issues, and even some college students will lose the ability to judge external information, it is difficult to carry out independent and in-depth thinking about problems, which is extremely unfavorable to their future long-term development. In addition, many college students spend a lot of time on the Internet in their daily life and study, which makes them vulnerable to the influence of online speech, which is not conducive to their independent thinking. If college students fail to form their own thinking system and thinking mode, it will lead to their lack of determination, which is not conducive to their forming a correct and firm political stance and ideological style.

### 3. Innovative strategies of ideological and political education in colleges based on AR technology

#### 1. Improve teachers' literacy and lay a foundation for ideological and political education

In the innovation of ideological and political education in colleges based on AR technology, teachers play a very important role. If we want to take care of the effect of education, we should pay attention to the construction of high-quality teachers, so as to promote the comprehensive quality and ability of ideological and political teachers in colleges. However, at present, many teachers do not pay enough attention to the application of AR technology, they believe that ideological and political education innovation does not need the support of the corresponding technology and environment, the use of infusion can also complete the education activities. Such cognition is incorrect and extremely one-sided, and it is difficult to promote the effect of ideological and political education to be further improved. Although the traditional teaching methods can also play an educational role to a certain extent, the overall teaching efficiency is very low, which will occupy a lot of college students' time and energy virtually. By applying AR technology to the ideological and political class, the initiative of college students to carry out ideological and political knowledge exploration can be greatly enhanced, and the educational effect can be improved.

Under the background of new era, ideological and political education innovation activities should change with The Times. When carrying out the innovation of ideological and political education based on AR technology, we should introduce more open and positive educational ideas, so that college students can learn to look at problems with more open thinking and perspective, and actively innovate the working mode of ideological and political education, so as to greatly improve the innovation effect of ideological and political education. At the present stage, the science and technology related to AR technology is developing rapidly, and many new educational ideas and models have played a very important role in the innovation of ideological and political education. When carrying out ideological and political education reform, we should be good at introducing AR technology, so as to carry out innovation and optimization of the current education path, content and form. In addition, teachers should take the initiative to participate in training activities related to AR technology, so as to realize the innovation of their own ideas and technologies, so that AR technology can play a greater role in ideological and political classes. Lay a solid foundation for the future innovation of ideological and political education.

#### 2. Create a good atmosphere and enhance ideological and political consciousness

In the past work of ideological and political education in colleges, few college students can deeply understand the fun of learning ideological and political knowledge, which will lead to their learning efficiency in class is very low, and even some college students will play mobile phones in class, sleep and so on, which is extremely unfavorable to improving the innovation level of ideological and political education. By carrying out the innovation of ideological and political education based on AR technology, teachers can create a more high-quality and free atmosphere, which can better attract college students to participate in the study and exploration of ideological and political knowledge, so as to gradually create a high-quality learning environment, so that they are more active and actively participate in the exploration and learning of ideological and political knowledge. Generally speaking, the ideological and political knowledge itself has a certain boredom, if we adopt the infusing method of teaching, it will be difficult to arouse students' interest, therefore, we can try to use AR technology, Internet technology, introduce some practical cases into the classroom, in order to create a real and interesting learning situation for college students, improve the effect of education.

With the help of AR technology, we can carry out vivid and concrete processing of abstract ideological and political knowledge, which can greatly enhance the attractiveness of ideological and political knowledge to college students, so that they can take the initiative to carry out knowledge exploration and thinking. For ideological and political education in colleges, it is extremely important to develop college students' ability to analyze current affairs. Therefore, when carrying out the innovative activities of ideological and political education based on AR technology, we can try to integrate some social problems and phenomena into the AR context, and lead college students to analyze and comment on these problems. In this way, they can not only enhance their observation and analysis ability of events, but also improve their ideological and political knowledge reserve and help them form a more perfect knowledge system.

### 3. Introduce excellent culture and build an ideological and political system

In order to improve the innovation effect of ideological and political education in colleges, when carrying out the teaching work based on AR technology, we should try to integrate excellent culture into the actual education activities, which can help college students have a deeper understanding of the knowledge. In practice, we can carry out ideological and political teaching through cultural practice activities. Through AR technology, different cultural environments and times can be created, so that college students can have a more intuitive and in-depth understanding of the connotation of excellent culture, and promote the further development of their ideological and political accomplishment and moral quality. In addition, in practical activities, we can use AR technology to display some red cultural memorials and revolutionary sites for college students, and integrate some cultural stories, songs and movies into the ideological and political classroom, so as to enhance the interest and richness of the teaching environment and help college students have a deeper understanding of various fine qualities. When the excellent culture is integrated into the ideological and political education reform, we should do the corresponding guidance and explanation work, so that college students can be shocked from the spiritual level and the physical level, so that they can better transform the ideological and political knowledge into internal good quality. In this way, college students' understanding of what they have learned will be greatly improved, thus creating a more perfect learning system in line with their own conditions.

## Summary

To sum up, if we want to improve the innovation effect of ideological and political education in colleges based on AR technology, we should first clarify the value of the innovation of ideological and political education in colleges based on AR technology, and then analyze the problems of the innovation of ideological and political education in colleges based on AR technology, and finally improve the quality of teachers and lay the foundation of ideological and political education; Create a good atmosphere to enhance ideological and political consciousness; Introduce excellent culture, build ideological and political system and other levels of research, so as to virtually promote the ideological and political education level of colleges based on AR technology to a new height.

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