

Research on the reform path of Ideological and Political Education in colleges and universities under the background of Internet +

Siwei Xie

Guilin Institute of Aerospace Technology, Guilin 541004, China

Abstract: In the process of the development of higher education, the application of information technology has gradually become an inevitable trend. This paper mainly focuses on the background of Internet +, exploring the optimization path of ideological and political education work in colleges and universities, and analyzing the actual expansion of teaching content and teaching effectiveness, so as to meet the needs of ideological and political education work in the development of information technology and achieve the improvement of classroom teaching quality. With the support of the information platform, ideological and political education in colleges and universities should attach importance to improving teachers' professional ability, perfecting various teaching activities, and strengthening students' value guidance with the help of the network information platform.

Key words: Internet +; Ideological and political education in universities; Path

Ideological and political education work can affect students' learning attitude, learning enthusiasm and learning mode. Students need to strengthen their cognition at the ideological level, make clear the importance of ideological and political education, and teachers should carry out teaching activities in combination with multiple teaching modes to achieve the best teaching results. In addition, the diversity and convenience of information in the network platform can also help teachers improve the effectiveness of classroom teaching.

I. Characteristics of ideological and political education in colleges and universities under the background of Internet +

1. The ideological and political education environment in colleges and universities presents an open development

Based on the Internet + perspective, ideological and political education has effectively broken the inherent framework of previous teaching and gradually promoted the transformation of open teaching mode. Traditional ideological and political education is mainly one-way interaction, the practical application of information technology in ideological and political education work, this teaching mode and teaching content also show pluralistic changes, and develop in a pluralistic direction. Based on the background of Internet +, various educational information can be spread quickly, teachers and educated personnel can collect more diversified information at any time, and the teaching environment can be flexible and changeable. Under the guidance of the Internet, ideological and political education work is no longer limited to the classroom, but also applied to the network environment, and the teaching process integrates the mixed mode of online and offline, focusing on showing the convenience brought by Internet application. The perfect integration of professional knowledge and information technology can get rid of the constraints of time and space, realize the knowledge transmission process at any time, and the ideological and political education links have become more open.

2. Teaching subject and object to achieve two-way interaction

With the rapid development of information technology, students are no longer limited to learning all kinds of knowledge in the classroom, but also can respect

The main body position of students allows students to express their own views. Traditional classroom teaching pays more attention to teacher-led teaching and does not emphasize the subjective characteristics of students, which makes ideological and political education work has not achieved the original results. The practical application of information technology can solve the above problems.

3. The ideological and political education in colleges and universities is more effective and targeted

With the construction and development of the campus network system in colleges and universities, the corresponding ideological and political education columns have been gradually established make appropriate comments on various hot topics, current affairs and politics in the society, guide students to build correct views in line with socialist core values, strengthen students' interest in learning ideological and political knowledge, and enable students to receive good ideological and political education through the establishment and improvement of campus network supervision system. With the wide popularization of network technology, the university has also carried out corresponding public opinion guidance work. The Internet has not only set up a stage for students' ideological and political education, but also enriched its content, creating a high-quality network environment for them, so that students can receive ideological and political education in such a healthy and positive environment.

II. The current situation of students' ideological and political education under the background of Internet +

1. The rapid development of Internet + technology

The Internet Plus plan was first proposed at the Third session of the 12th National People's Congress, and it was clearly pointed out in the government Work report that the Internet Plus plan should be incorporated into the national development strategy. Internet

+ represents the close integration of new inventions of the Internet with various aspects of social and economic development, so as to optimize manufacturing processes and improve efficiency, thus contributing to the development of the real economy, while enhancing its innovation and production capacity, and building a new social and economic development model based on the Internet as an infrastructure and innovation element. In view of the current situation, many industries related to Internet + have emerged. Emerging industries such as e-commerce, network finance, Internet medical care and artificial intelligence have gradually become the mainstream of social development. The concept of coordinated development has been accepted by many fields and organizations in society, and resource sharing has become a human consensus.

2. The importance and urgency of seizing cyberspace for ideological and political education

Based on the actual background of social development, countries all over the world are using information technology to demonstrate national comprehensive strength and realize culture. The invasion of soft power, the use of small and broad ideas to gain international influence. Network cultural space, as the most important part of the world cultural market, is now a new field that all countries are strategically occupying. Nowadays, the world's mainstream emerging network and mobile phone culture are occupied by Western countries using their absolute technological advantages in information technology and other aspects. To enhance students' network ideological and political education and realize the effective guidance of cyberspace ideological value, it is necessary to adhere to the integration of critical and constructive. Consolidate and expand the network red zone. When critically refuting the wrong cognitive views in the black zone, we should take the initiative to construct and expand the positive public opinion field. Criticism is the negation of wrong views, while construction is the establishment of correct ideas. The Internet red zone is mainly the mainstream socialist ideology propagated and advocated, especially the core socialist values. Online ideological and political education should proactively clarify rumors and truth in the gray zone, especially when online public opinions occur, respond to social concerns in a timely manner, crack down on rumors, and confirm the truth. When netizens are faced with doubts about value judgment, they should guide people with correct public opinion, clarify mainstream values, and turn the gray area of the Internet into a red zone.

Today's students were born in the heyday of the Internet in China. As "indigenous residents" of the online world, they have been exposed to the online world since they began to understand the written word. Young people born after 2000 have unique cultural and linguistic expressions, and have formed their own independent values, outlook on life and world outlook, which have been closely linked to the Internet throughout their growth. Several universities across the country conducted a survey on mobile phone use and dependence among college students, and surprisingly found that college students use mobile phones for an average of more than five hours per day, and nearly 80% of students have used mobile phones in class. Internet information plays a key role in shaping college students' global outlook, life philosophy and value orientation. Therefore, teachers must think about and implement effective ways to create and improve online ideological and political education materials to ensure that the school can continue to provide the right orientation, rich knowledge, and diversified psychological nutrition to all students.

III. The optimal path of ideological and political education in colleges and universities under the background of Internet +

1. Create a good Internet environment for students

The Internet has gradually become an important pillar to promote the continuous development of society, and it is crucial to create a good Internet environment for students. The construction of a strong network country cannot be separated from the construction of a stable network environment. With the passing of time, China's cyber information department has actively carried out various cyber security publicity activities to promote positive energy and expose various bad behaviors on the Internet.

It should also be noted that the current development trend of diversification of network platforms, which is also accompanied by the diversification of communication forms and the complexity of public opinion, has caused a certain degree of threat to network security. Therefore, strengthening the construction of network content is imminent. As long as we adhere to the right path of socialist development, adhere to the right value orientation, and firmly correct ideas and concepts, the Internet will become more and more clean. With the rapid development of network technology, network education has gradually become an indispensable aspect of educational methods. It is a new type of education developed on the basis of the original traditional education methods combined with modern network technology. The network world is complicated and contains a lot of bad information that is not conducive to the development of college students. The information screening function should be used to screen and filter all kinds of data in the network, select the information suitable for classroom teaching, explore the current application of information technology to analyze students' learning process by means of questionnaires or voting, and then set up scientific and reasonable education models and teaching concepts, and carry out network ideological and political education in a targeted way. Timely education and guidance can better protect the physical and mental health of college students.

2. Strengthen the management of fragmented Internet information

Based on the background of Internet Plus, ideological and political education should be carried out in the face of complex information sources in the online world education needs to choose scientific and reasonable measures. First, ideological and political teachers need to summarize and integrate the fragmented information on the Internet. Students will be at a loss in the face of a large number of information resources and cannot pick out the helpful content and complete the learning activities. Teachers need to refine the information integration process. For example, most teaching materials are divided into several units according to different knowledge points, and each unit contains

several small class hours. Such division and arrangement can enable students to systematically obtain knowledge points in a short period of time, and each unit has logical relations with each other, so that students can systematically clarify the context of knowledge. This mode of managing fragmented information can not only stimulate students' interest in learning, but also integrate the disorganized information into a whole system and transform the fragmented information into knowledge. Second, in the process of ideological and political education, colleges and universities can build multiple learning groups, which are based on students' same interests and hobbies and similar life experiences. In order to strengthen students' information exchange and resource sharing, various scattered information should be integrated into teaching activities and turned into useful knowledge and information, aiming at improving students' learning effectiveness. For example, the mixed teaching mode is selected in teaching, and students are organized to complete group learning on social network platforms (such as Dingding, Tencent Conference, etc.), where students can exchange learning experiences, pass on different viewpoints for students, and then make knowledge produce knowledge.

3. Make full use of existing resources to carry out diversified teaching activities

The Internet provides a wealth of ideological and political education resources and information, which provides a good opportunity for ideological and political education in colleges and universities to use case analysis to carry out teaching activities. In this context, if teachers can select appropriate resources and materials according to specific ideological and political education topics, it will not only increase the depth of the content of the course, but also improve the quality of teaching. For example, for the topic of patriotism education in ideological and political education, teachers can display video records of outstanding figures from all walks of life through online platforms as supplementary materials for classroom teaching. In the implementation process, teachers can choose micro-curriculum teaching method or collaborative inquiry teaching method, use these video materials as an aid in the preparatory learning stage, or regard them as part of the teaching process, promote the use of real resources, and through appropriate selection of relevant videos, To enable students to learn in vivid, real examples of high moral character and a strong sense of national pride in order to achieve the intended teaching goals. From the perspective of implementing education, teachers can make use of the distance learning system on the Internet to create a self-learning environment for students, and have a comprehensive understanding of their learning status by holding problem competitions or regular assessments. In addition, according to the specific local conditions, teachers can also reach cooperation agreements with relevant departments and companies to build practical training venues to bring convenience to students' ideological and political practice education.

IV. Concluding Remarks

To sum up, the Internet is a gift of scientific and technological progress to mankind. It is quietly changing the study and life of college students, affecting their physical and mental development and the construction of three views. Making full use of Internet resources is an important starting point for the development of ideological and political education. For the network environment of ideological and political education, it is both an opportunity and a threat. Only in this way can teachers adapt to the rhythm of The Times and promote the progress of ideological and political education, so as to train more successors of the socialist cause with firm political stance, excellent professional skills and all-round development ability.

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