

Research on the network and information construction of ideological and political education in colleges and universities

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Abstract: College ideological and political (hereinafter referred to as “ideological and political”) education as an important link to cultivate moral, intellectual, physical, American and labor all-round development of socialist builders and successors, we must keep up with the pace of The Times, and actively use network, information means to carry out in-depth innovation. In the information age, networking and information technology have profoundly changed people’s way of learning and thinking, and injected new impetus and possibility into ideological and political education in colleges and universities. The purpose of this study is to explore the significance of network and informationization construction of ideological and political education in colleges and universities, and analyze three specific strategies: integrating advanced technologies to build a multi-dimensional online learning platform; Strengthen the construction of teachers and improve the level of online teaching; And deepen students’ participation in ideological and political education by means of information technology. This series of strategies aims to provide a feasible plan for the overall improvement and innovation of ideological and political education in colleges and universities.

Key words: Colleges and universities; Ideological and political education; Networking; informationization

I. Significance of networking and informatization construction of ideological and political education in colleges and universities

In today’s rapidly developing information age, the network and information construction of ideological and political education in colleges and universities is of pivotal significance, which is not only related to the modernity and in-depth development of education, but also an important means to shape the comprehensive quality of a new generation of college students. This reform is not only a supplement to the traditional form of education, but also an expansion of the connotation of ideological and political education, which provides a new path for training the builders and successors of the socialist cause with innovative spirit and international vision. First of all, the significance of the network and information construction of ideological and political education in colleges and universities lies in the optimization of the allocation of educational resources. With the rapid development of information technology, educational resources can be distributed more evenly on the Internet platform, and students can get homogenized and high-quality educational resources no matter where they are. This makes students no longer subject to geographical restrictions, breaking through the time and space constraints of traditional education. By integrating various advanced technologies and building multiple online learning platforms, students can more easily access high-quality ideological and political education resources, thus forming an all-round and multi-level discipline system. Secondly, the significance of the network and information construction of ideological and political education in colleges and universities also lies in promoting the personalized development of education. The traditional teaching mode has the disadvantages of “one-size-fits-all” and “pouring”, which can not meet the learning needs of different students. Through the application of artificial intelligence and big data technology, education can better understand students’ learning characteristics, interests, hobbies and academic specialties, and realize personalized and customized education. This will help stimulate students’ initiative and enthusiasm in learning, increase their enthusiasm for learning ideological and political courses, and cultivate students with innovative ability and critical thinking. In the network and information construction of ideological and political education, it is essential to build a network school with strong interaction and abundant resources. This not only expands students’ access to knowledge, but also cultivates students’ spirit of cooperation and teamwork ability in the interaction. Students can think and communicate deeply through discussion and interaction, so that the ideological and political class is no longer the traditional one-way indoctrination, but becomes a knowledge community jointly built and shared, and further strengthens the communication and cooperation among students. Finally, the significance of the network and information construction of ideological and political education in colleges and universities lies in breaking the traditional time and space restrictions and realizing the globalization of ideological and political education. Through Internet technology, ideological and political education can transcend geographical restrictions, cross national boundaries, and build a global educational network. This will help Chinese college students better understand the international situation, expand their international horizons, and cultivate outstanding talents with global competence. In general, the significance of the network and information construction of ideological and political education in colleges and universities is not only to improve the utilization efficiency of educational resources, but also to promote the personalized development of students, break the limitation of time and space, and realize the globalization of education. This is a change in ideological and political education, which will promote the ideological and political work in colleges and universities of China to a higher level and a wider field of development, and provide a more superior educational environment for training socialist builders and successors.

II. Strategies for networking and information-based construction of ideological and political education in colleges and universities

1. Integrate advanced technologies to build a multi-dimensional online learning platform

In the network and information construction of ideological and political education in colleges and universities, it is a crucial strategy to integrate advanced technologies and build multiple online learning platforms. The implementation of this strategy can not only improve the personalization of teaching, but also effectively break the traditional time and space restrictions, and provide students with more flexible and diversified learning experience. On the one hand, by using artificial intelligence and big data technology to enhance the personalization of teaching, we can achieve accurate monitoring and analysis of students' learning process. Based on students' learning data, teachers can create a personalized learning portrait of students and implement accurate teaching strategies based on the portrait. This not only helps students to better understand and master the theoretical knowledge of ideological and political theory, but also helps teachers to understand students' learning methods and rules, so as to realize the precision and intelligence of ideological and political education. For example, through the use of big data technology, we can accurately analyze the ideological and behavioral characteristics and personality characteristics of students in different majors and grades, and formulate personalized ideological and political education programs for each student. If a student is tired of studying or has behavioral problems, we can take timely measures to correct them; If a student has greater psychological pressure or personal pursuit, we can also give timely guidance. At the same time, we can also combine learning data with teaching feedback. For example, an AI-based learning system can intelligently generate targeted learning plans based on individual information such as each student's subject interest, learning style and mastery of knowledge points. Through continuous optimization of the system, a comprehensive understanding of students' subject cognition, way of thinking, interests and hobbies can be achieved, thus providing each student with more accurate ideological and political education. On the other hand, the construction of interactive and resource-rich network schools is crucial to the innovation of ideological and political education. Take online discussion as an example. Through the online platform, students can have real-time discussions in the virtual ideological and political school, and discuss social hot spots and ethical issues together. This not only helps cultivate students' teamwork spirit, but also guides them to think deeply through interaction and improves their ability to think independently and solve problems. For example, through the real-time projection of the online platform, students can share their understanding of a certain ideological and political theory, and teachers can give timely feedback and guidance, so as to realize timely adjustment and optimization of the teaching process. In practice, the experience of MOOCs (Massive Open Online Courses) can be learned in order to break the limitation of time and space and promote the globalization of ideological and political education. Through the construction of open online courses, the quality content of ideological and political education can be disseminated to a global scale. For example, a MOOC course on the theory of socialism with Chinese characteristics can attract students from different countries and cultural backgrounds to participate, and promote the collision and integration of different cultural perspectives through online interaction, providing a useful attempt for the international development of ideological and political education.

2. Strengthen the construction of teachers and improve the level of online teaching

In the construction of network and information technology in ideological and political education in colleges and universities, strengthening the construction of teachers and improving the level of online teaching is a key part of ensuring the quality of ideological and political education. Through systematic training and support, teachers can better adapt to the trend of information technology development and improve the professional level of online teaching. The importance of this strategy and how to implement it are shown in detail in the following examples. On the one hand, training teachers to use new technologies for ideological and political education is the primary task of strengthening the team building. Taking the application of virtual teaching platform as an example, teachers can learn how to design and conduct ideological and political education in a virtual environment through professional training. The training not only includes technical operation, but also focuses on how to stimulate students' interest in learning and guide them to think deeply in the virtual environment. For example, teachers can learn how to set interactive elements in the virtual space and guide students to take the initiative to participate through gamification design to make ideological and political classes full of vitality. On the other hand, establishing an interactive mechanism between teachers and students is an important means to improve the level of online teaching. Teachers need to learn how to make better use of online platforms to interact with students. For example, by answering questions online in real time, teachers are able to solve students' queries in a timely manner, making teaching more efficient. At the same time, through regular online discussions, teachers can guide students to think deeply and form independent opinions on social issues. Establishing such an interactive mechanism not only promotes the teaching effect, but also narrows the distance between teachers and students, and enhances mutual understanding and trust. In practice, supporting teachers' innovation is an indispensable link to improve the level of online teaching. For example, teachers can design innovative ideological and political education projects through online teaching platforms. A vivid example is the use of social media platforms by teachers to organize students to carry out online social practice activities, through observation, interview, interaction and other ways to deeply understand social phenomena, so as to combine theory with practice. Such innovative projects can not only stimulate students' interest in learning, but also improve the practical effect of ideological and political education. In addition, promoting the continuous updating of online education methods is the key to maintaining the vitality of the teaching team. For example, teachers can learn about the latest online teaching concepts and technology applications by participating in online education seminars and academic exchanges at home and abroad. In this way, teachers can adjust their teaching methods in a timely manner and remain sensitive to emerging technologies. This will not only help teachers' own professional development, but also push the entire ideological and political education system to a higher level.

3. Deepen students' participation in ideological and political education by means of information technology

In the network and information construction of ideological and political education in colleges and universities, it is a crucial strategy to deepen students' participation in ideological and political education by means of information technology. Through the introduction of

Internet technology and social media platform, it can effectively stimulate students' learning interest and promote the in-depth development of ideological and political education. On the one hand, work out interactive tasks on the Internet. For example, on online learning platforms, teachers can design online discussions on ideological and political topics and ask students to make speeches based on their own views. This kind of task can stimulate students' initiative, and by participating in the discussion, students can think about problems from multiple angles and form independent opinions. Through timely comments and guidance, teachers can prompt students to think deeply, so that ideological and political education is no longer one-way indoctrination, but a multi-interactive learning process. On the other hand, social media platforms can be used to expand the influence of ideological and political education. For example, by creating exclusive social accounts for ideological and political education, teachers can publish short videos, pictures and articles related to ideological and political content to attract students to participate and interact on social media. This can not only make ideological and political content more vivid in front of students, but also guide students to share their thoughts and opinions on social platforms, thus forming multi-dimensional participation in ideological and political education. In practice, breaking the traditional evaluation method and establishing a multi-dimensional student evaluation system is also an innovation to deepen students' participation by information means. For example, a comprehensive and multi-level student evaluation is formed through the combination of self-evaluation, mutual evaluation and teacher evaluation on online platforms. It not only focuses on students' mastery of knowledge points, but also pays more attention to their critical thinking ability and teamwork ability. This kind of evaluation can stimulate students' conscious participation in ideological and political education, so that they can more deeply understand the value of learning.

Conclusion: The research on the network and information construction of ideological and political education in colleges and universities aims to promote ideological and political education to keep pace with The Times and better adapt to the learning needs and growth environment of contemporary college students. Through in-depth analysis of the integration of advanced technology, strengthening the construction of teachers, with the help of information means, we find that these measures will effectively promote the personalized development of ideological and political education, improve the teaching level, stimulate students' enthusiasm for learning. In the information age, the future development of ideological and political education in colleges and universities depends not only on the innovation of traditional teaching, but also on the clever application of network and information means. It is hoped that this study can provide some feasible ideas and practical paths for the modernization and comprehensive development of ideological and political education in colleges and universities, and lead the ideological and political education to a broader development space.

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