

The Challenge and Countermeasure Analysis of Ideological and Political Work in Universities under the Internet Background

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Abstract: As the Internet becomes increasingly popular, ideological and political education (IPE) in universities faces both challenges and opportunities that are unprecedented. The traditional model of education appears insufficient in the age of information, necessitating urgent innovation and progress. Although the Internet offers a vast array of resources and diverse educational formats for IPE, it also introduces complexities in information and the management of students' online conduct. As a result, ideological and political educators in universities must actively embrace the Internet, refresh their educational ideologies, and harness network technology to enhance the relevance and impact of education. Simultaneously, it is crucial to bolster students' network literacy education, guiding them to use the Internet appropriately and abide by legal regulations and societal norms. Only by doing so can we adapt to the times, fostering individuals with noble character, steadfast ideals, and beliefs. Continuously innovating educational ideologies and methods is vital, enhancing the relevance and impact of online IPE, thereby contributing to the cultivation of individuals with noble morals, unwavering ideals, and beliefs in this era. Moving forward, universities must delve deeper into the integration of the Internet with IPE, exploring more innovative avenues to elevate IPE to new heights.

1. Introduction

In recent years, China's Internet industry has shown a booming trend. Among them, young people aged 10-39 have become the main force of Internet use, accounting for 74.7%[1]. In this group, young people aged 20-29 occupy a significant position, accounting for 30.4%[2]. Among these young netizens, college students are an undeniable group. They have access to the Internet almost every day, and the Internet has become an indispensable part of their lives[3].

However, the Internet is not a pure land. There is a great deal of useful information and some bad information. These negative information have had a certain impact on the thinking and behavior of college students, leading to a shift in their values and problematic behavior patterns[4].

In this context, college counselors, as the backbone of carrying out IPE for college students, bear very important responsibilities[5]. They are the organizers, implementers and directors of the daily IPE and management of college students. They should take the initiative to occupy the new position of the Internet and actively respond to the challenges and opportunities faced by the IPE of universities under the Internet background. The instructors should keep pace with the times, keep pace with the times, make full use of the advantages of the Internet, and innovate the ways and methods of IPE in universities. They can present the content of IPE to students in a more vivid and interesting form by establishing WeChat official account, opening online classes and other ways to stimulate their interest and enthusiasm in learning. The instructors also need to strengthen the network literacy education for students, guide them to view the Internet correctly, and enhance their ability to identify network information and resist bad information. They can help students establish correct online concepts, cultivate their self-discipline and sense of responsibility by holding lectures on online literacy, conducting discussions on online ethics, and other activities. College counselors should actively respond to the challenges and opportunities faced by the IPE work in universities

under the Internet background, make full use of the advantages of the Internet, innovate the ways and methods of ideological and political education, and contribute to the cultivation of college students with noble morality and good quality[6].

2. IPE in Universities in the Context of the Internet

With the rapid development of the Internet, IPE in universities is facing unprecedented opportunities and challenges[7]. The development of the Internet has provided a broad space for innovation in IPE in universities, making it possible to innovate and develop educational models. However, at the same time, this innovative model of IPE also poses serious challenges to the traditional IPE work in universities[8].

In the era of informatization, the characteristics of IPE in universities have undergone significant changes. Firstly, the subject and object status of IPE has undergone a fundamental transformation. In the past, teachers held an absolute dominant position in the teaching process, and students often only passively received knowledge. However, with the popularization of the Internet, the channels for students to obtain information have become diversified. They can obtain the knowledge and information they need anytime, anywhere through the Internet. Therefore, the role of teachers in IPE has gradually shifted from being leaders to guides and participants, while students have become more proactive learners.

The development of the Internet has changed the way students receive educational information[9]. Traditional IPE often adopts a one-way indoctrination approach, and students lack opportunities for active participation and interaction. However, in the Internet era, students can communicate and discuss with others through various social media, online forums and other platforms, thus forming a two-way interactive education model. The emergence of this model has made IPE more vivid, interesting, and easier to arouse students' interest and resonance.

The modernization of IPE in universities poses a significant challenge to traditional practices. Teachers are compelled to continually refresh their knowledge base and teaching strategies to align with the evolving demands of the digital era. Additionally, institutions must prioritize enhancing students' digital literacy, guiding them to navigate and utilize the Internet appropriately.

Amidst these evolving challenges and opportunities, ideological and political educators in universities must embrace the Internet as a tool for revolutionizing IPE. Incorporating online platforms and executing themed activities via the web can enhance the relevance and impact of education. Moreover, it's imperative to strengthen guidance and supervision, ensuring students adhere to legal, regulatory, and ethical norms when navigating the Internet.

It is an important task to innovate and develop the IPE in universities based on the development of the Internet. Only by constantly adapting to the development and progress of the times can we cultivate talents with noble character and good qualities, and make positive contributions to the prosperity and development of society[10].

3. Challenges Faced by IPE in Universities under the Internet Background

3.1. Challenges for ideological and political workers in universities

As guides for the ideological and political development of college students, ideological and political workers in universities bear the weighty task of nurturing the era's new talents. Their educational approaches and ideologies are crucial not only to individual students' growth but also to the cultivation of future national leaders. Given the rapid evolution of Internet technology, ideological and political workers now encounter unprecedented challenges and opportunities.

Amidst this landscape, ideological and political workers must adapt and integrate Internet technology into their daily educational practices. They must deeply comprehend and embrace the essence and demands of ideological and political work in universities, while building upon traditional educational frameworks to ensure the correctness of educational direction and clarity of goals.

Through Internet technology, ideological and political workers in universities can more easily access rich educational resources, making educational content more substantial and vivid. At the same time, they can also utilize online platforms to innovate educational methods, making educational forms more diverse and personalized. For example, through online classes, WeChat official account and other channels, we can interact with students in real time, answer questions and guide students to think deeply.

Ideological and political workers in universities should also actively guide students to use the Internet correctly, and enhance their network literacy and discrimination. Through educational guidance, help students establish correct internet concepts and avoid interference and erosion from harmful information.

With the help of Internet technology, ideological and political workers in universities can better carry out educational work and cultivate more new people of the times with noble morality and firm ideals and beliefs.

3.2. Challenges for College Students

In today's information society, the rapid development of Internet technology has had a profound impact on the thinking and behavior of college students, making them show some new characteristics.

In terms of behavior, under the traditional model of ideological and political education, college students often play a passive role in receiving information. However, with the popularization of the internet and the impact of multiculturalism, the behavior patterns of college students have undergone significant changes. They are better at using the internet to solve problems, whether it is for learning, life, or socializing, the internet has become an important channel for them to obtain information and exchange ideas. This change makes college students more proactive and diverse in accessing information, while also improving their problem-solving abilities.

In terms of ideology, the Internet, as a virtual space, has complex and changeable contents, including both positive and negative thoughts. Due to the relative lack of social experience among college students, their ability to identify and resist online information is limited, making them vulnerable to negative content. These erroneous information not only affect the emotional state of college students, but may also mislead their values, leading to confusion and confusion when facing real-life problems.

College IPE workers need to pay attention to these changes in college students, strengthen network literacy education, and improve their ability to identify and resist network information. At the same time, it is also necessary to innovate the ways and means of ideological and political education, use the advantages of Internet technology, carry out various forms of IPE activities, guide college students to establish correct values, and enhance their sense of social responsibility and mission.

The development of the Internet has had a profound impact on the thinking and behavior of college students. Ideological and political educators in universities need to actively respond to these changes, strengthen guidance and education, and help college students grow healthily. Table 1 clearly shows the impact of the Internet on college ideological and political workers and students.

Table 1 The impact of the Internet on ideological and political workers and students in universities

Project	College ideological and political workers	College students	Influence
Role and Task	Guide and Educator	Learners and practitioners	Education and being educated
Challenge	Internet technology application	Diversified information shock	Need to adapt and filter
Opportunity	Rich educational resources	Convenient information acquisition	Convenient access and learning
Educational methods	Innovation and interaction	Autonomy and diversity	Bilateral communication and personal development
Educational content	Rich and vivid	Diverse and complex	Rich content and challenge identification
Interactive methods	Network platform, real-time interaction	Online communication and community participation	Efficient communication and timely feedback
Results and Impact	Cultivate new talents of the times	Shaping values	Common growth and social progress

4. Countermeasures for IPE in Universities under the Internet Background

With the rapid advancements in information technology, the Internet has emerged as a pivotal platform for college students' daily life, academics, and leisure activities. Its influence is undeniable. Consequently, leveraging the Internet to establish a fresh frontier for ideological and political education (IPE) holds immense importance in guiding students to develop a proper worldview, life perspective, and ethical values.

To forge a robust online IPE platform, prioritizing targeted educational content is crucial. We must effectively steer public discourse around the pertinent, complex, and trending topics that students are keenly interested in. Enriching the online educational material and ensuring that the narrative and leadership of online opinions remain in the hands of constructive forces is imperative. College counselors, as the frontrunners of ideological and political education, must proactively establish a presence in the online IPE sphere. They should disseminate socialist core values, current affairs policies, inspiring anecdotes, and other pertinent content to a wide student audience via the internet, emphasizing key themes, and guiding them to strengthen their ideological foundations and beliefs.

Establishing a personal network platform for counselors is also an effective way to strengthen online interaction and communication with students. These platforms can become important channels for counselors to exchange ideas and information with students, allowing students to feel the care and attention of counselors, and enhancing the pertinence and effectiveness of ideological and political education. Counselors can gain a deeper understanding of students' thoughts and hot topics by frequently visiting their favorite forums and participating in their discussions. They can promptly respond to questions raised by students, clarify doubts, resolve conflicts, correct misconceptions, and prevent the situation from escalating.

The complexity and variability of the online environment also require our university counselors to possess higher qualities and abilities. They need to adapt to the requirements of the information age, strengthen learning, master the necessary Internet knowledge and skills, skillfully use various Internet information technologies, and keep up with the rapid development of Internet technology innovation. Only in this way can they filter out valuable content from the massive amount of online information, guide students to correctly view online phenomena, and form good online literacy.

It is a long-term and arduous task to use the Internet to build a new front for ideological and political education. We need to constantly innovate educational concepts and methods, strengthen the pertinence and effectiveness of online ideological and political education, and contribute to the cultivation of new people with noble morals and firm ideals and beliefs in the era. Figure 1 clearly shows the countermeasures of IPE in universities under the Internet background.



Figure 1 Countermeasures for IPE in Universities under the Internet Background

5. Conclusions

In the era of the Internet, IPE in universities confronts both remarkable opportunities and significant challenges. The conventional model of IPE is increasingly insufficient in this information-driven age, necessitating urgent innovation and progress. It is crucial to fully recognize

the profound impact of the Internet on IPE and harness it as a powerful catalyst for educational innovation.

The Internet's growth has generated an abundance of educational resources and platforms for IPE in universities. Through the web, vast amounts of information are accessible, enabling the sharing and optimization of educational resources. Additionally, the Internet offers diverse educational formats such as online courses and forums, rendering education more vivid, engaging, and appealing to students.

However, the Internet's development also poses challenges to IPE in universities. The intricate and diverse nature of online information renders students vulnerable to harmful content while engaging in ideological and political education. Moreover, the anonymity and concealment of the internet lead to irresponsible remarks, affecting campus stability. Therefore, it is imperative to enhance students' network literacy and guide them in using the Internet appropriately.

Amidst these challenges, ideological and political educators in universities must embrace the Internet proactively. They must constantly update their educational approaches and harness Internet technology to enhance the relevance and effectiveness of IPE. At the same time, they also need to strengthen the guidance and management of students to ensure that they can abide by laws, regulations and social ethics in the process of using the Internet.

The development of the Internet has brought new opportunities and challenges to the IPE in universities. We need to make full use of the advantages of the Internet, innovate the IPE model, improve the quality of education, and contribute to the cultivation of new people with noble morality and firm ideals and beliefs of the times.

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