The Innovation of Ideological and Political Education in Colleges and Universities under the Background of "Smart Campus"

Han Sen

Hubei Three Gorges Polytechnic, Yichang Hubei, 443000, China

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Abstract: Under the era background of big data and smart campus, the new technology application has provide a fresh environment and brought new challenge for traditional ideological and political education in universities. According to the requirement of era development, the ideological and political course teachers in universities should innovate the ideological and political education work contents and method. The ideological and political education is an important part of higher education in universities, therefore, how to carry out ideological and political education in universities under the background of "smart background" has become an urgently-solved topic which is of great theoretical and practical significance.

1. Introduction

Under the background of new internet era, the ideological and political education work in universities has obtained a fresh work environment, besides, huge challenge has appeared for the development of traditional ideological and political education work. Therefore, the first-tier educators must innovate the traditional mode according to the development of the school and society on a certain basis. The universities should make use of the "smart campus" platform and the resource advantage in the network era to make the ideological and political education work in universities adapt to the new era development and demand thus to guide the university students to realize comprehensive development, establish correct value, outlook on life and thought view.

2. Feasibility of ideological and political education work in universities under the background of smart campus

2.1 The big data based on the background of smart campus provides rich contents for ideological and political education work.

The smart campus offers the ideological and political educators in universities with a data resource base with numerous capacity including literature, various data, policy and regulations of different stages. Wherein, any participants of the education platform can obtain same quantity of historical materials and information, which makes the educator and educatee equal, meanwhile, the information transmission speed is multiple times faster than original transmission speed by aid of the internet nature, besides, it reduced the cost of platform terminal users to obtain resources. For example, the ideological and political education materials are featured with timeliness while a large scale of publishing and printing is a kind of huge resource consumption, but the information is updated fast, which will cause the teaching materials to be incapable of keeping up with the education requirement and cause information asymmetry. What's more, smart campus is an emerging power and owns a kind of infectious information transmission tool, which can motivate the students to actively obtain information and participate in the ideological and political education to the largest extent. It can make educatee obtain needed knowledge randomly from any equipment and directly know the state affairs by clicking one-button, involving politics, economy, culture and social life.

2.2 Smart campus provides updating method for ideological and political education work

The application of smart campus makes the whole education process more vivid and interesting. It not only adopts the mode of words but also is equipped with other modes, which makes it full of vitality, vivid, intuitional and interesting. In addition, the learning platform based on smart campus can break through the traditional concepts of class grouping and speciality division, make the students with different majors and interests communicate with each other, meanwhile, it can make the ideological and political educators expand their views, connect global education resources together and realize maximum resource sharing successfully, however, it expands the exchange mode between the teachers and students, and make the ideological and political work implemented in a deeper way. Based on smart campus, different "virtual environments" different from the reality can be created to make people communicate with each other by aid of computer and mobile phone screens, wherein, the university students can communicate with the teachers through network in a one-to-one way without barriers, which can enhance the communication efficiency between the teachers and students, reduce the awkwardness caused from direct argument between them, and finally, the students can obtain the personalized learning condition. Under the background of smart campus, the students can obtain more choices to complete their academic requirement of ideological and political education as well as the practical requirement, which will prompt them to escape from the classroom learning mode, but become mature and perfect in the processes of concerning about the society, knowing and recognizing themselves.

3. Problems existed in traditional ideological and political education

First of all, the effects of ideological and political education in universities are generally poor. Firstly, the quality of the ideological and political education teaching materials are uneven, most teaching contents are repeated and involve few social hotspot and current news concerned by the students, that is, most ideological and political education course contents are of no practical use for the educatee in universities, therefore, the ideological and political education contents lack of practicality and pertinence, and are always unable to break through inherent education idea. Furthermore, some universities set the ideological and political course unreasonably, accompanied with few class hours for selective courses, which weakens the position of ideological and political education, reduces the cognition of the students on it, let alone paying attention to the practicality of ideological and political education, therefore, tempted by material benefit, the university students will be difficult to be restricted by traditional moral outlook of Chinese nation owing to unreasonable course allocation and improper course setting.

Second of all, the teaching staff for ideological and political education are weak. Though the deepening reform of higher education system and the importance of ideological and political education in universities are being advocated for years, we should know the complexity and severity of the real situation in case of some problems. There exists with the difficulty of uneven quality of the teaching staff for ideological and political education in various different-level universities in different regions, besides, the ideological and political education work is usually composed of many multifarious tasks, therefore, few universities can establish perfect management system and appraisal mechanism currently.

4. Ideological and political education innovation in universities under the background of "smart campus"

4.1 Collect student data and realize personalized ideological and political education

Collect and sort related data according to the usage situation of the smart mobile equipment for in-campus students, including utility software usage situation in mobile phone, campus card, bus card and shared bike, made judgement on the daily attendance situation, position of going-out, value orientation and ideological trend of the students, based on this, embed the ideological and political education content, objective and task into data guide, establish data information files of

individuals and form personalized education scheme. Based on the collected data information, form targeted education schemes and implementation strategies for personalized ideological and political education. In the education process, the ideological trend of the education subject can be visualized through data, meanwhile, the education subject can interact with the education objective and make feedback about the behavioral information timely, such as the thought and behavior changes of the education subject and education environment change, and then integrate the ideological and political education objective. Based on the big data environment, the personal data information of the students can be stored automatically, the educator's enthusiasm can be enhanced in the implementation processes of behavioral objective and education objective, besides, the educators can expand their education idea and make the students persistent in the ideological and political education task consciously.

4.2 Explore new channel and enrich the ideological and political education content

The ideological and political educators need to enrich the ideological and political education content in order to apply the new media proficiently and enhance the transmission speed of ideological and political education content. Firstly, they need to explore new channel from perspective of ideological and political education content. Traditionally, the ideological and political education is inflexible and dull, therefore, the educators should strive to enrich the education content, combine the theoretical course with practices and combine the theoretical knowledge with classical funny stories, realize content transmission on the ideological and political education platform based on "smart campus" thus to simulate the interest of the students in ideological and political education, and make them participate in the education activities actively. Secondly, enhance transmissibility on the carrier. The universities need to rely on the new media platform to strengthen interaction between the educators and the students, and even can expand their interaction level, such as exploring the module of "words of parents", establish more vertical education system to prompt the official platform to integrate into the daily life of the students, realize effective "connection with the ideologies, learning and life of the students thus to lay a good foundation for ideological and political education work implementation.

4.3 Education environment penetration

Under the background of "smart campus", the universities should establish the rich-data campus environment, integrate ideological and political education into the data environment, promote ideological and political education based on the data environment thus to form double-layer education environment of mutual penetration. The university students are characteristic by rich ideology and behavior, the education managers can rely on this point and base on the actual data situation to find out the ideological trend of the students, penetrate ideological and political education into them, guide them correctly and positively, besides, they can grasp this opportunity to realize ideological call and form positive emotional appeal. Such kind of education mode can expand various in-campus or off-campus aspects of the students, such as attendance situation, situations of being in library, dormitory and campus, campus card consumption situation, besides, their social contact situations can also be expanded, including network communication, network evaluation, go-out position change and people contacted, in spite of data monitoring, positive guidance will be offered for related problems, besides, the class teacher, tutor and psychological consultants can give play to their roles, as a result, a scientific problem-solving mode will be formed.

5. Conclusion

The advent of big data era is the production of constant development of information technology in our country, which brings new try for ideological and political education management and provides more choice for the ideological and political educators. Establishing the "smart campus" platform, combining the big data idea and ideological and political education work, and forming innovative work mode with guidance significance can make the ideological and political educators'

work more precise, technology-focused and networked, which also prompts the ideological and political educators to develop towards more professional and specialized orientation.

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