Research on Innovation Strategy of Ideological and Political Education in Colleges and Universities under the Background of “Internet +”

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Abstract: With the rapid development of information technology, we have gradually entered the “Internet +” era. “Internet +” has provided new opportunities for the innovation of ideological and political education in colleges and universities. Teachers of colleges and universities can take advantage of the Internet when conducting ideological and political education. Strength, so as to enhance the effect of ideological and political education in colleges and universities? At present, there are certain problems in ideological and political education in colleges and universities. Some ideological and political education models are still more traditional and have not kept pace with the times. At the same time, some college teachers have not implemented the Internet correctly. Ideological and political education has weakened its authority? Facing these problems, college teachers must pay attention, analyze the reasons for the problems in ideological and political education in colleges, and propose innovative strategies for ideological and political education in colleges and universities in the context of the “Internet +” era.

1. Introduction

1.1 Traditional Ideological and Political Education Model

As the main force for the development of science and technology, the Internet has become more and more widely used. “Internet +” education has become the only way for education development. In the process of ideological and political education in colleges, the network-based education model has gradually become prominent, and its application has gradually become proficient? From a global perspective, many colleges and universities still have the shadow of traditional teaching methods, such as the blackboard writing mode? Ppt mode. Take the ppt mode as an example. Although the teaching method combines the Internet, it only saves the time of writing the blackboard, except that it does not waste Time to write chalk, the other aspects are no different from traditional education, and still carry a lot of verbal preaching? Ideological and political education is a highly theoretical course. If students want to accept ideological and political knowledge, they must come up with more Convincing means of education? In addition, ideological and political classes are relatively boring, and students themselves are in conflict. If teachers cannot mobilize their interests, they will completely lose their enthusiasm for learning?

1.2 The Internet Has Brought Some Complexity to Ideological and Political Education in Colleges and Universities

We all know that the Internet is a double-edged sword, which is also beneficial to people, but also harmful? The speed of spreading information on the Internet is fast. Every student can see all kinds of information in real time through the network. Due to the huge amount of information, Regulatory authorities cannot completely eliminate bad information, so students are learning all kinds of news all the time. Under the influence of this factor, their mood will inevitably be affected for a long time, and their three views and their mental health will be affected. A certain impact? For example, “gold worship” is a common habit of college students. Although most students hate this idea from the bottom of their hearts, there are still a few people who obey it, which leads to the
distortion of the values of these few people and increases the difficulty of ideological and political education?

1.3 Internet Weakens Teachers' Authority in Ideological and Political Education

In the context of the highly developed field of education, many institutions and schools have set up ideological and political education platforms so that students can learn from the Internet? At the same time, students can use mobile phones, tablets, and laptops to find the information they need anytime, anywhere. That is to say, knowledge is full of emotions. At this time, the position of teacher has become less important. Many students no longer rely on teachers, but are accustomed to “closed” learning?

In addition, the Internet is a large platform that contains thousands of things. As long as there is something that can be searched through the Internet, but teachers are different, they have certain knowledge blind spots. Therefore, teachers are no longer the only resource provider. Decreased the authority of teachers in the students' minds? There is a big problem in reducing the authority of teachers, that is, the weight of speaking has become lighter, and students no longer accept the explanations of teachers as easily as before. This is an ideological and political education Is it extremely unfavorable?

2. Innovative Strategies of Ideological and Political Education in Colleges and Universities under the Background of “Internet +”

2.1 Make Full Use of Wechat to Enhance the Effectiveness of Ideological and Political Education

As the most popular social tool at present, WeChat has gradually become one of the favorite apps for college students. University students not only connect with their relatives and friends through WeChat, but also often browse a lot of information on WeChat. It can be said that WeChat in the new era The function is not just as simple as sending information to each other. WeChat has long been transformed into one of the necessary software for contemporary college students. At present, the function of WeChat is still in the process of continuous improvement, WeChat group chat, WeChat public account, etc. have been obtained at work. Has it been widely used? College teachers must also firmly grasp this opportunity and actively learn new technologies? New knowledge, understand the use of WeChat, and apply WeChat in the process of ideological and political education, so as to attract college students' interest in learning?

First of all, college teachers need to make innovative use of WeChat's functions? We all know that WeChat has a powerful positioning function. College teachers can use the positioning function that comes with WeChat to understand places they like to go to during university life, and analyze the lifestyle and consumption of college students. Concept, and then adjust the direction of ideological and political education in time; WeChat also has a hot recommendation function, college teachers can click on the “Look at” module in WeChat, and then click “Friends Are Watching”, so that teachers can understand the current students What information do we like to browse? Teachers can collect this information and then conduct centralized teaching in class, so as to guide students to form the correct value concept. College teachers can also set up a WeChat group chat, which can be used in the spare time. Group video and group voice function to realize online teaching, please ask students to share their thoughts on ideological and political education, so that students' participation will be higher?

Second, college teachers need to use WeChat according to the characteristics of WeChat? In the past, there was not much interaction between college teachers and students in ideological and political classes. Students could only passively listen to the teacher's ideological and political education content. Improve the communication between teachers and students, so that teachers can accurately know the students' ideas, so as to improve the efficiency of ideological and political education in universities. WeChat has the characteristics of interactivity, immediacy and openness. College teachers can introduce WeChat interactive comments when teaching. Interface, teachers can
use WeChat to comment at any time during the teaching process; teachers can also design WeChat topics for this class after class, and students can actively participate in WeChat discussions after class; teachers can also By using WeChat to collect students' feedback on teaching, you can also let students check in on WeChat every day? Hand in homework and so on?

In short, the Internet is a double-edged sword. The popularity of the Internet has impacted the concept of college students, but at the same time it has greatly helped the innovation of ideological and political education in colleges and universities. College teachers should make good use of the WeChat platform to achieve Innovation in ideological and political education?

2.2 Innovate Information Filtering Methods Using New Network Technologies

First, we must pay attention to the use of high-quality network resources. First, we must pay attention to the theoretical coverage of the Internet-led ideology. Strengthen the technical and content construction of ideological and political education websites in colleges and universities, and strive to build them into high-clicks that are popular with students. Rate website? Second is to improve the utilization of network tools. Educators must make full use of network tools to exchange ideas with college students. On the one hand, the more influential content in the classroom can be extended to the network platform. Can you also use network information as a material for class discussions?

Second, it is necessary to filter out bad information on the Internet in a timely manner. The Internet is very open. Students will receive a lot of bad information even if they do not actively search. Some students who are not determined will be easily misled by these bad information. To alleviate the impact of these bad information on students, college teachers should establish a reasonable management system, telling students that the amount of time they spend online each day should be limited, do not browse some negative information on the Internet, and do not easily click when advertisements and links pop up on the website. Avoid being deceived? College teachers should tell students how to choose positive information, and students should browse some useful information, such as academic paper writing skills, social news, and some new ideas released by authoritative media.

2.3 Strengthen Online Moral Education

First, increase the content of online moral education and enhance students' awareness of online morality. For example, colleges and universities can carry out courses such as “Internet Ethics” and “Internet Moral Education” in accordance with their own actual conditions. Thematic education? In addition to classroom teaching, activities such as online questionnaires and brainstorming can also be conducted?

Second, strengthen core value education and enhance students' ability to identify and judge? In the “Internet +” era, college ideological and political education needs to increase the content of network media quality education. Because college students' ability to identify network information is not high, in order to improve students' value judgment In order to help students find the right direction under the influence of multiple ideological trends, in this sense, colleges and universities need to add multiple aspects to ideological and political education. First of all, we must systematically introduce the Internet? A comprehensive introduction, including the background and development of the emergence of the Internet History, the impact of the network, and the use of the network? The comprehensive and systematic introduction to the network is to enable students to more objectively understand and evaluate the network. Second, in daily ideological and political education, teachers must also pay attention to improving student identification. Ability, understanding ability and selection ability, etc., to guide students to be able to recognize things independently and improve students' cultural judgment?

Third. Strengthen the guidance of Internet public opinion. At present we are in the “Internet +” era. In the era of the rapid development of the Internet, Internet public opinion can spread and develop freely. It is only a small matter in itself. In the end, it may evolve into a public event. College students usually I prefer to browse all kinds of information online, and at the same time, many people will make their own speeches on the Internet. However, college students have not
realized what serious consequences they will make when they make random comments. In recent years, we often see on the network someone who was arrested by law enforcement officers after posting false information in the circle of friends. These incidents remind us that we cannot publish false information on the Internet at random? College teachers usually teach students on the Internet. Only positive information can be published, and as far as possible, do not comment on some bad events, especially not related information that disrupts social order? College teachers can use big data to analyze some of the information published by students on the Internet, so as to understand the students' thinking and actively guiding college students to correct wrong behavior?

3. Conclusion

In short, the development of information technology has changed our lives dramatically. While we enjoy the convenience brought by the Internet, we also have to receive some negative information on the Internet? Information received by the current college student group is complicated and diverse. College students' ideology has been seriously impacted. In this case, college teachers should seize the opportunity in a timely manner, make full use of the power of the Internet, and implement ideological and political education for college students. In order to attract college students' learning interest, let college students be willing to participate in ideological and political courses, college teachers can make full use of WeChat to enhance the effectiveness of ideological and political education? At the same time, college teachers must make full use of new Internet technologies and innovative methods of information filtering, and warn college students not to browse bad information on the Internet at will, and strengthen the guidance of Internet public opinion? To prevent college students from making false statements on the Internet at will, and to allow college students to absorb some positive information, so that college students can be properly guided? In addition, college teachers must strengthen the network moral education of college students, awaken students' moral awareness of the network, and strengthen Core values for students' education, to maximize the university ideological and political course the purpose of educating people?

References


