

Research on the Innovation Path of College Ideological and Political Education Model under the Background of “Internet +”

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Abstract: in Recent Years, “Internet +” Has Become the Main Driving Force in All Production Areas of Society and Has Become a New Type of Carrier for Social Production. among Them, “Internet +” Innovates the Traditional Ideological and Political Education Mode of Colleges and Universities to Meet the Individualized Needs of Students. However, the Integration of “Internet +” and the Innovation of Ideological and Political Education Mode in Colleges and Universities is At the Initial Stage of Development and Still Faces Many Problems. Based on This, This Paper First Analyzes the “Internet +” Background, the Ideological and Political Education of Colleges and Universities Faces Opportunities and Challenges, and Then Proposes a Path of Innovation.

1. Introduction

1.1 Literature Review

In recent years, the data information storm is profoundly affecting the daily life and working methods of the public. In this process, with the rapid development of big data, the ideological and political education work in colleges and universities faces enormous challenges and challenges. In the context of big data, Li Huaijie and other scholars proposed that college ideological and political education should be innovative in three aspects: accurate pre-judgment, individualized concept, and quantitative integration (Li and Xia, 2015). Qi Feng pointed out that the lifestyle of college students has undergone tremendous changes with the development of the times. In the formation of ideology, the ideology of college students has undergone major changes due to economic and ideological changes. Under the new economy, the development of ideological and political education in colleges and universities faces enormous challenges. Therefore, how to use the new media to carry out ideological and political education for college students has become an important field of academic research (Qi, 2017). Zhao Tingting pointed out that colleges and universities bear the responsibility of building a new type of society. Therefore, in the era of big data, it is of great significance to analyze the challenges faced by ideological and political education in colleges and universities and to formulate ideological and political education models in colleges and universities (Zhao, 2017). Wang Lei further pointed out that colleges and universities, as the main places of ideological and political education, should actively use big data technology to transform traditional ideological and political education and promote its further development (Wang, 2017).

1.2 Research Purposes

The rapid development of the Internet has a greater impact on mass production or lifestyle. “Internet +” is to promote the integration and development of various industries and the Internet, which has a greater impact on social production and life, and has given new vitality to all areas of society. Similarly, in the education of colleges and universities, “Internet +” also plays an important role, has become the driving force of ideological and political education in colleges and universities, and has formed a combination of online and offline education mode, providing a new teaching approach for college education. Therefore, under the background of “Internet +”, this paper studies the innovation path of ideological and political education mode in colleges and universities, in order to provide theoretical basis for follow-up related scholars and make up for the research gap in related fields.

2. Opportunities for Ideological and Political Education in the Background of “Internet”

2.1 Reshape Education Concept

Internet+ is an era of inclusiveness, showing the public a whole new world. The Internet+ has gradually developed cross-border integration, providing a new world. In the context of “Internet +”, social tools such as WeChat and Weibo have gradually been applied to the ideological and political education in colleges and universities, and the characteristics of timeliness and individuality have provided a new media and platform for college students, providing a kind of A new way of learning (Liu, 2017). At the same time, under the background of “Internet +”, it not only brings innovation to the carrier of ideological and political education in colleges and universities, but also changes the concept of traditional ideological and political education. Compared with the traditional ideological education work, the development concept of “Internet +” can provide more vitality and vitality for college ideological and political education (Feng, 2017). The main manifestation is that peer-to-peer has become a new teaching method for ideological and political education. Students can choose their own learning platform and social channels, and they can communicate with teachers through one-to-one methods, enriching the way students learn.

2.2 Meet the Individual Needs of College Students

In the ideological and political education of traditional colleges and universities, when students, teachers, teaching spaces, and learning spaces are exchanged, they all adopt linear single-item communication mode, and if there is a connection between different elements, it needs to be in the specified time and place. get on. However, under the background of “Internet +”, college ideological and political education has greatly exerted the spatial coverage of ideological and political education, increasing the audience's scope, and shifting students from limited knowledge acceptance to unlimited acceptance. Among them, the massive data output in the Internet field provides a large network development space for ideological and political education. Students can learn in this huge space without time and space restrictions, and have more extensive and free access to relevant learning materials, which greatly meets the individual needs of their students. In addition, “Internet +” also promotes the two-way development of classroom teaching, frees the limitations of traditional teachers and teaching models, realizes remote interactive education, and enables students and teachers in different regions to acquire knowledge in a timely manner. On the basis of meeting the individual needs of students, the teaching efficiency is further improved.

2.3 Promote the Integration of Students and Society

At present, the teaching model represented by the media, Weibo, and WeChat client has expanded the space of ideological and political education to a certain extent, enriched the content of communication, and promoted the integration of students and society. Among them, the rapid development of the Internet platform has made the right to speak more efficient and convenient, as well as civilians. In particular, some hot words are spread more quickly in the Internet field, which is very likely to cause students to spread and discuss. This requires the ideological and political educators of colleges and universities to enhance the sensitivity to new vocabulary, understand the deep meaning behind the rapid dissemination of vocabulary, and grasp the advantages of these vocabulary in time, in order to adjust the classroom atmosphere and carry out more dynamic and effective classroom teaching. Traditional ideological and political education has long been engaged in teaching work, has a low degree of integration with society, lacks social practice experience, and is not very strong in the ideological and political education of college students, which leads to the phenomenon that college students' ideological teaching is out of touch with society. Under the background of “Internet +”, colleges and universities are more flexible in teaching. Students can acquire network knowledge independently, which is conducive to expanding students' ideological fields, enhancing students' attention to social hot issues, and achieving deep integration of teaching and social development in colleges and universities.

3. The Challenges Faced by College Ideological and Political Education under the Background of “Internet +”

3.1 Authority Status is Weakened

In traditional ideological and political education, students' knowledge acquisition mainly relies on teachers' words and deeds and teaching textbooks to guide students to complete. In this teaching mode, teachers' words and deeds are an indispensable part. However, in the context of “Internet +”, the traditional teaching model has been hit. The way students receive knowledge is not limited to teachers and professors. More ways to obtain information are to come to the network. In the Internet age, rumor-acceptance-self-renewal has become a new teaching model. In the Internet, a new teaching experience and a novel teaching model attract college students to actively explore and help to improve the student knowledge reserve system. As a result, the traditional ideological and political education system has received a serious impact, and the authority status has also been greatly affected. The new Internet model has become the main method of ideological and political education in colleges and universities.

3.2 Mainstream Values Are Affected

In the ideological and political education of traditional colleges and universities, teachers rely mainly on the advantages of discourse power and play an important role in traditional mainstream thought and ideology. In the era of Internet, since the rapid development of the media, college students have entered a new world of discourse power. Since the media diversification, civilianization, and grassroots characteristics, it has brought huge development space for information dissemination, and has an important guiding role for contemporary college students to establish correct values and outlook on life. At the same time, the aggregation of network vocabulary from the media field has a greater impact on the traditional ideology of college students. In this new field, college students will inevitably produce some irrational discourses, as well as negative emotions, which will affect college students to establish correct values, making students and traditional values gradually drift away, leading to a great impact on traditional ideology.

3.3 Higher Requirements for Regulation

In the context of “Internet +”, massive data resources have been formed. These data are mixed and there are some false news, which is easy to bring a big impact on ideological and political education. At the same time, the rapid spread of the Internet has made many untested messages spread quickly among college students, including some bad information, violent pictures, pornographic videos, etc., which will affect the formation of correct thinking systems for college students. Therefore, in the context of “Internet +”, higher regulatory requirements are imposed on network supervision.

4. Innovation Path

4.1 Build Online and Offline Channels to Optimize the Ideological and Political Education Network Platform

At present, the government departments attach great importance to the role of the Internet in the ideological and political education of colleges and universities. Therefore, in order to enhance the role of the Internet in ideological and political, relevant educators must keep up with the trend of the times, change the traditional teaching thinking, start from the students' learning goals, master the characteristics of network information, and promote ideological and political education and various self-medias in colleges and universities. Integrate development and realize online and offline full interactive teaching. At the same time, while accepting online teaching, we should also strengthen the network construction to ensure that students can gain useful knowledge through online teaching. In addition, we should also build a high-quality online teaching platform, actively promote the application depth of online teaching in colleges and universities, enrich the teaching life of college students, form a new and colorful media teaching matrix model, and improve the teaching level of

ideological and political education in colleges and universities.

4.2 Strengthen Public Opinion Guidance and Build a Good Teaching Environment

In the Internet teaching, the biggest challenge is that in the massive data, the data of good and bad information will have a certain impact on students. Therefore, when using the Internet for teaching, we should strengthen public opinion guidance and build a good teaching environment for students. Specifically, by creating a group of effective teachers, we can carry out the teaching work of students under the network vision, solve the problems encountered in the teaching process for students, master the political and ideological education concepts in Internet teaching, and create good students for students. Teaching environment. At the same time, we must actively guide the pressure of public opinion, in accordance with the consistent rules of the Internet, let the Internet become the communication tool and teaching work of mainstream consciousness, and improve the quality of teaching.

4.3 Create a Brand Image and Form a Distinctive Education

Under the background of “Internet +”, college ideological and political education has gained a huge space for development, and it also provides a new channel for ideological and political education to establish a brand image. Therefore, to create a new height of ideological and political education and establish a brand image has become an important direction of political education in colleges and universities. First of all, we should actively construct the “Internet +” platform, and actively construct a We Chat public number platform with high usage rate to realize online and offline information resource sharing. Secondly, it is necessary to cultivate opinion leaders in the ideological and political field, select a group of outstanding students with good moral character and role models, use new media tools, timely interpret the new national policies, actively guide public opinion, master the right to speak and take the initiative to form a guide, to shape the brand image. Lay a good network foundation.

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