

Research on Evaluation Method of Ideological and Political Effect in New Media Colleges

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Abstract: With the development of information network technology in China in recent years, the new network media has gradually become an important tool for the innovation evaluation of ideological and political education in colleges and universities, and plays a very important role in the teaching of ideological and political education in colleges and universities in China. Under the new situation of network new media, in order to realize the efficient evaluation of ideological and political effect in colleges and universities and optimize the innovation path of ideological and political education in colleges and universities, ideological and political educators in colleges and universities should break the traditional mode of thinking. Through the network new media technology intervention, realizes our country university ideological and political effect appraisal to carry on efficiently.

1. Introduction

In recent years, with the rapid development of social economy and science and technology in China, the new Internet media in China has been developed at an unprecedented speed. Under the new situation, new situation and new ideological and political work problems, the traditional methods of ideological and political evaluation have been unable to achieve satisfactory results, which requires deepening the reform pace of ideological and political effect evaluation in colleges and universities. In order to ensure the effectiveness of ideological and political work in the new era of network media, the staff of education and teaching must actively explore new methods of education and teaching and strengthen the ideological and political work of various colleges and universities in the new era of network media. Network new media has greatly improved the effectiveness of ideological and political work in colleges and universities, and provided an effective guarantee for the evaluation of ideological and political effects in colleges and universities. In general, the network new media plays an important role in the teaching work of ideological and political effect evaluation in colleges and universities in China, and the teaching staff need to make good use of the network new media to promote the efficient development of ideological and political evaluation in colleges and universities[1].

2. The Connotation and Present Situation of Ideological and Political Evaluation in New Media Universities in China

2.1. Connotation of China's Network New Media in the Ideological and Political Development of Colleges and Universities

With the progress of science and technology, the Internet network era is developing rapidly. The development of the media from word of mouth to print media, from television broadcasting to the Internet, the emergence of new online media has experienced three stages based on paper media, television broadcast media and network communication. With the rapid development and change of information technology in recent years, the ideological and political evaluation of colleges and universities has gradually entered a new stage of online media. The new media mode on the Internet

network platform has changed people's information acquisition methods and habits. The new network media, which integrates advanced information technology such as network and digital, can provide users with knowledge information from various types of operators, including interactive information such as audio, and provide fast reading and fast-paced lifestyle through mobile intelligent terminals according to the actual needs of users. At the same time, the new online media also has entertainment services and other functions, which can meet the entertainment and knowledge needs of users.



Figure 1 How to do well the ideological and political education work of college students under the new media environment

2.2. Current Situation of China's New Network Media in the Ideological and Political Development of Colleges and Universities

College students have early access to the new Internet media, for the use of the Internet and long online time, students can access the information they need through a large number of electronic devices to meet the needs of communication and interpersonal entertainment. At present, college students are using the new online media platform. Network information platform has become the most commonly used communication mode for college students, with a large user activity crowd base. The application of new online media in the field of education can provide students with rich and intuitive information resources to help them complete the construction of knowledge structure system. The two-way interactive communication between teachers and students can solve the learning problems and is more conducive to the establishment of a good teacher-student relationship and interpersonal relationship. On the basis of the analysis of ideological and political education in colleges and universities, college teachers must continue to strengthen their scientific and technological literacy, grasp and use new network media flexibly, and expand the new forms and problems of ideological education reform and innovation. University politics. At the same time, college teachers must also make full use of teaching methods, combine theory with practice, and make full use of the value of online educational information technology in order to improve teaching efficiency.

3. Effect of Network New Media Technology on Ideological and Political Evaluation in Colleges and Universities

First of all, the way to open new online media is open, which provides a new platform for ideological and political work in colleges and universities. Teachers can make full use of new online media, find more educational resources, and innovate educational models. Secondly, the rapid spread of new online media enriches the ideological and political work of colleges and universities, and ideological and political teachers in colleges and universities can not only obtain richer educational content through new online media, but also provide students with educational content such as microteaching through video or audio. The online communication mode of new media is two-way interaction, which strengthens the initiative of ideological and political work in colleges and universities. In the new online media era, ideological and political teachers in colleges

and universities can choose the evaluation content they want, and actively participate in interactive communication and school development, so as to improve the effectiveness of ideological and political work evaluation in colleges and universities. Finally, ideological and political teachers in colleges and universities can use online education platform to improve the effectiveness of ideological and political education evaluation. In order to enhance the pertinence and effectiveness of ideological and political work, there are many new online media platforms that can comprehensively understand students' learning problems and conduct comprehensive and efficient evaluation of ideological and political courses[2].



Figure 2 The network has become a "new link" in the new media era to close the relationship between the cadres and the masses

The new online media has promoted the development of various industries, and its application in the field of ideological and political education in colleges and universities is no exception. The new network new media technology has played an active role in guiding the reform of teaching mode, which has brought new problems and challenges to the ideological and political work of colleges and universities. First of all, for college students, with the development of new media on the Internet, the new media communication mode is easy to make the ideological and political evaluation of college students difficult to be guided by the actual situation. Secondly, students rely too much on new online media, and their ability to learn independently and solve problems independently decreases. The new online media provides students with different experiences with its own advantages such as virtuality, and is very popular among college students. When carrying out course evaluation on the Internet, college students under the clever guidance of online public opinion, the teaching feedback carried out will have a certain gap with the actual situation, which also brings some obstacles to the normal development of ideological and political activities in the classroom. Students' dependence on the Internet continues to increase, in addition to their daily leisure and entertainment, they also develop the bad habit of completing the course evaluation with the help of online answers. Third, teachers have limited ability and strength to deal with public opinion online. Most teachers are indifferent to the results of online assessments, and few ideological and political teachers really face the results[3].

4. Application of Network New Media Technology to Ideological and Political Evaluation in Colleges and Universities

4.1. Full Development of New Online Media Technologies and Efficient Ideological and Political Assessment Mechanisms

In the past, the assessment of ideological and political education was mainly one-to-one or one-to-many. The assessment of the curriculum carried out by teachers can only be passively accepted by students. In the new online media era, this approach has shown its drawbacks. The new online media has changed the way of information dissemination, made the university political and ideological evaluation work pay more attention to two-way communication and interaction, and improved the enthusiasm of students for ideological and political work evaluation. On the basis of

full understanding of students, teachers can use new online media to explore individual students individually and carry out individualized evaluation work. In teaching methods, this model can make students feel friendly and easy to accept, thus improving the effectiveness of ideological and political work in colleges and universities.

4.2. Active Use of New Web Media Technologies to Facilitate Rapid Assessment

In the evaluation of modern ideological and political education, the evaluation of ideological and political education in colleges and universities must keep pace with the times, and ideological and political teachers need to actively change the concept of responsibility and reflect the spirit of keeping pace with the times. First of all, teachers must understand the dynamics of students' thinking, understand the actual needs of students on the Internet, explore the phenomenon of students' problems in the process of learning, and guide the healthy development of students' thinking. Secondly, teachers should improve the information dissemination mechanism, strengthen the supervision mechanism of public opinion, and encourage students to participate in the public opinion oriented group. Under the guidance of the teacher, the students correctly saw the importance of curriculum evaluation. Only in this way can ideological and political teachers create an educational environment suitable for students. Finally, ideological and political teachers should strengthen the propaganda of new network media, realize the organic integration of new media technology and ideological and political education, promote the transformation of theoretical research results, and deeply integrate new network media and information resources.[4].

4.3. Further Development of Ideological and Political Staff and New Media Technology

With the popularization and use of Internet network technology, more and more courses are used more and more frequently for network new media technology. For ideological and political courses in colleges and universities, network new media technology is also very important for the development of ideological and political courses. Therefore, ideological and political educators in colleges and universities should also do a good job in the application of their own network new media technology, actively promote the construction of ideological and political educators in colleges and universities, and regularly organize the training of educators' network information technology. For the ideological and political educators in colleges and universities, the evaluation of the ideological and political curriculum is very important to the education and teaching of the curriculum. Therefore, the ideological teacher staff actively explore the network of new media technology for the help of the curriculum.



Figure 3 The new media era needs to do a good job in youth ideological and political education

5. Concluding Remarks

With the development of Internet network technology in China in recent years, the new media technology of Internet network has been developed unprecedentedly. For the evaluation of

ideological and political courses in colleges and universities, the application of network new media technology can effectively avoid the lag caused by traditional evaluation work. Ideological and political teachers in colleges and universities need to push forward the construction of ideological and political staff and promote the development of new media technology.

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