

# Exploration on the Innovation of College Ideological and Political Education in the Age of Internet +

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**Abstract:** After entering the Internet + era, people's thinking, behavior and so on have undergone great changes, and so do college students. In this context, the difficulty of Ideological and political education in Colleges and universities is increasing, and we need to fully establish the sense of innovation. Deeply grasp the characteristics of the Internet + era, and in-depth innovation of the content, methods and mechanisms of ideological and political education in colleges and universities. Promote the effectiveness of ideological and political education in colleges and universities.

## 1. Introduction

The development of ideological and political education in colleges and universities has great significance and help for the establishment of college students' life values and the improvement of ideological and moral literacy. In the era of Internet +, it has profoundly changed the thinking mode and learning style of college students. The traditional mode of Ideological and political education gradually exposes many problems, which reduces the effect of Ideological and political education in Colleges and universities. In view of this situation, we need to actively innovate the ideological and political education model in Colleges and universities. In depth integration of Internet + technology, and constantly enhance the effectiveness of Ideological and political education in Colleges and universities.

## 2. The Challenges Faced by College Ideological and Political Education in the Age of Internet +

### 2.1. The Impact on College Students

At present, the network technology is becoming more and more mature, and the popularity of our country is constantly improving. Openness is the greatest advantage of the network. People of different nationalities and countries can exchange and obtain information on the network. Differences in age, status and gender were neglected. In this way, we can better integrate diverse cultural forms and expand people's ideological horizons. But it also brings some adverse effects. Negative cultural ideology and ideology erode the mainstream ideology of our country. In particular, some Western countries have infiltrated some bad ideas and ideologies into China through the openness of the Internet. The intention is to subvert our cultural traditions and mainstream ideas. However, college students lack sufficient life experience and their ideological values are not perfect. Under the erosion of bad thoughts, some wrong ideas and behaviors are prone to occur.

### 2.2. The Impact on Ideological and Political Education Workers

Under the Internet + era, the speed of information dissemination is speeding up, and people can obtain high-quality educational resources conveniently. In this way, the monopoly of knowledge by educators will be broken and the authority of educators will be impacted. In this context, college students can get more information resources through the network. But at the same time, their own ideas will be eroded and affected by bad information. How to give students guidance and help students correctly identify these mixed information. Promoting the purification of the online education environment is an issue that ideological and political education workers need to consider

in depth.

### **3. Opportunities for College Ideological and Political Education in the Age of Internet +**

#### **3.1. Breakthrough in the Time and Space Limitation of Ideological and Political Education**

The emergence of Internet + not only affects people's way of thinking and behavior, but also opens up the position of Ideological and political education. Through the implementation of network communication, the limitations of traditional face-to-face communication education model have been remedied, without considering the time and space constraints. The time and space of Ideological and political education have been greatly expanded. With the help of network technology, college students can acquire high-quality ideological and political education resources in time, and promote personal education needs to be met. At the same time, with the support of new media such as QQ and WeChat, the communication convenience between ideological and political workers and college students has been greatly enhanced. In the network communication activities, the identity of both parties has been diluted, and the equal relationship between teachers and students has been maintained. The enthusiasm of college students to participate in the discussion can be mobilized to express ideas and suggestions more freely. At the same time, in the network communication activities, the simultaneous interaction needs of ideological and political education workers and many students are satisfied, and the communication efficiency between teachers and students is improved.

#### **3.2. The Content of Ideological and Political Education has been Enriched**

With the help of advanced network technology, ideological and political workers in Colleges and universities can timely access information resources in various fields around the world. According to the teaching objectives, enrich the content of Ideological and political education. While expanding students' knowledge horizons, it can also improve the overall quality of Ideological and political education in Colleges and universities. In addition, the introduction of network technology can also optimize the traditional single teaching method. Change classroom atmosphere dull, serious and other undesirable phenomena. Enhance the overall attraction, mobilize students' enthusiasm for learning, and promote the smooth realization of Ideological and political education goals. With the support of the Internet + technology, students can enjoy the knowledge presentation form that students like to hear. Such as pictures, videos, etc., vividly and intuitively handle abstract theoretical knowledge. At the same time, give full consideration to the actual life of students and rationally design teaching content. It can effectively mobilize and stimulate students' desire for learning and enthusiasm. With the help of network technology, ideological and political education personnel can track the students' ideological dynamics in time and accurately grasp the interests of students. In order to carry out education guidance work in a targeted manner, the overall effect of ideological and political education in colleges and universities has been enhanced.

### **4. The Innovative Principles of College Ideological and Political Education in the Age of Internet +**

#### **4.1. People-oriented Principle**

People-oriented is the fundamental principle of Ideological and political education innovation in Colleges and universities. In the Internet + era, college students can acquire knowledge of Ideological and political theory through Internet and so on, which will affect the authority of Ideological and political teachers. Therefore, in the process of Ideological and political education innovation in Colleges and universities, it is necessary to gradually change the role of Ideological and political educators in Colleges and universities. Can't be high, instill knowledge into the students, or adopt an imperative educational tone. Instead, it maintains an equal status with students, giving students enough respect and mobilizing students' subjective initiative.

## **4.2. Principle of Interaction**

At present, many colleges and universities use the one-way indoctrination model in Ideological and political education, and students are more passive. It is difficult to effectively communicate and interact with educators, and to give full play to the advantages and functions of Ideological and political education. Therefore, in the process of Ideological and political education innovation, we need to fully implement the principle of interaction. Especially in the era of Internet +, based on the support of tools such as QQ and WeChat, the interaction between teachers and students has become very convenient, and equal communication has also been realized. Through the enhancement of communication and interaction, the trust between teachers and students will increase. Teachers can also answer students' doubts more specifically and guide students to grow in the right direction.

## **5. Innovative Ways of Ideological and Political Education in Colleges and Universities under the Internet +**

### **5.1. Improve organizational management and ensure the smooth development of ideological and political education from the perspective of system**

In order to enhance the effectiveness of ideological and political education in colleges and universities under the era of Internet+, universities need to clarify the goal of talent training. Adhere to the leadership of the party and scientifically plan the ideological and political education activities of college students. In light of the actual situation of the university, the organization and management system responsible for the unified leadership of the party committee, the functional departments and the secondary colleges are improved. The overall planning and overall promotion of Ideological and political education in the university. We should integrate the existing resources of colleges and universities and construct the website of Ideological and political education theme. At the same time, in accordance with the relevant requirements, the network rules and regulations system is greatly improved. Deeply develop and apply network technology, and smoothly carry out ideological and political education of college students from the perspective of system.

### **5.2. Strengthen team building and promote the development of ideological and political education from the perspective of talents**

In the Internet + era, only by perfecting the network education management team can we effectively innovate and carry out ideological and political education. Therefore, it is necessary to improve the network team system in accordance with the actual situation of colleges and universities, so as to enhance the effectiveness of Ideological and political education of College students. In practice, we should first actively build up the network ideological and political teachers. College ideological and political teachers need to study Marxist classics and basic principles in depth. It also needs to grasp Xi Jinping's new era characteristic socialism thought accurately to promote the level of personal theoretical knowledge. At the same time, we must actively use leisure time to continuously enhance the ability to acquire and manage personal network information. Second, we must actively build a network of ideological and political students. Excellent students with firm ideals and high political quality should be selected. Through the construction of the network of ideological and political students, the needs of students are more accurately grasped. Give ideological and political teachers effective assistance and vigorously spread the content of online ideological and political education.

### **5.3. Strengthening the construction of network platform and promoting the expansion of ideological and political education positions for college students**

Under the Internet era, online ideological and political education is a very important content. Therefore, colleges and universities need to integrate resources and vigorously build a network platform in order to effectively guide the network public opinion of colleges and universities. By rationally constructing a network platform to promote the healthy growth of students, it can also promote the stable development of colleges and universities. In specific practice, colleges and

universities should build a new media matrix platform based on actual conditions. At the same time, the main position of the theme website is highlighted, and the network public opinion is more effectively guided. We should fully recognize the importance of socialist core values and publicize the main theme content to students through the network platform. We should coordinate the relationship between Ideological and political theory courses and professional courses. We should not only give full play to the leading role of Ideological and political theory courses, but also actively integrate ideological and political education with professional teaching activities. We should actively build a network interactive platform, supported by QQ, Wechat and other platforms. Promote the communication and interaction between teachers and students to be strengthened. In this way, the ideological and political staff can understand the students'ideological changes and combine the problems that may arise. Lead and educate in advance so as to avoid the enlargement of the problem.

#### **5.4. Optimize the network content system and enrich the spiritual content of ideological and political education**

The effect of ideological and political education in colleges and universities will be directly affected by the content system. Therefore, under the Internet+ era, it is necessary to vigorously innovate the content of ideological and political education and optimize the network content system. In specific practice, we must actively implement and implement the principles and policies of the Party Central Committee. Vigorously spread and carry forward the socialist culture with Chinese characteristics and expand the ideological education position and space. It is necessary to use the Internet to enhance the propaganda effect of the core values of socialism and to promote the firm's ideals and beliefs. Being able to consciously practice the requirements of socialist core values in daily behaviors. Ideological and political educators need to strengthen four self-confidence firmly, and fully grasp the initiative and discourse power of Ideological and political education. Once you encounter problems of right and wrong, you can get the right position. Spread the mainstream ideas in time to avoid aphasia and absence. Secondly, we should carry out propaganda and education activities such as network morality and regulations. Promote college students'network literacy to be enhanced, network information discrimination ability to be improved, can effectively cope with the erosion and impact of bad ideas. Finally, the content of ideological and political education needs to be close to the actual needs and life of students. Ideological and political education workers should use network technology to grasp the dynamics of college students' thinking in real time. In-depth analysis of some typical events and characters in the real society, fully integrate the content of ideological and political education and the ideal pursuit of college students. In turn, the overall attraction and appeal of ideological and political education content will be enhanced, and the quality of ideological and political education in colleges and universities will be comprehensively improved.

#### **5.5. Innovate the way of ideological and political education, and enhance the vitality and vitality of ideological and political education**

The application and development of Internet platforms and big data technologies in the Internet era. The thinking horizon of ideological and political education workers has been expanded, and the improvement of ideological and political education methods has also been realized. In the practice of ideological and political education in colleges and universities, it is necessary to actively use online platforms such as flipping classrooms and smart classrooms. Evade the single problem of traditional ideological and political education and improve the overall effectiveness of ideological and political education in colleges and universities. Ideological and political educators should constantly innovate their own educational concepts and methods in accordance with the requirements of the times. Make full use of the network communication platform and comprehensively implement diversified teaching forms. The content of Ideological and political education should be integrated into a series of activities, such as micro-films, micro-videos and Micro-public welfare, which are popular with college students. Promote students'interest in learning to be mobilized, and deepen the achievements of Ideological and political education.

## 6. Conclusion

To sum up, in the era of Internet plus, the traditional ideological and political education system in Colleges and universities has gradually exposed certain limitations, restricting the realization of the effect of Ideological and political education. In order to adapt to the requirements and characteristics of the Internet + era, college ideological and political education workers need to actively innovate ideas and educational models, starting from multiple angles. Such as improving organizational management, optimizing the content system, and strengthening platform construction. Furthermore, the overall implementation effect of ideological and political education in colleges and universities will be comprehensively improved.

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