

Research on Digital Ideological and Political Education in Universities in New Era

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Abstract: Ideological and political education (IPE) in universities is related to the training quality of talents. As the soul of college education, IPE can shape talents' thoughts, build their values, help them improve their abilities in all aspects, promote the overall promotion of talents, and realize the vigorous development of higher education. With the advent of the digital age, the impact of the network on the society is unprecedented. All kinds of outlook on life, morality and values appearing on the network are filling people's eyes and ears indiscriminately, affecting people's original ideas. In the modern society where digitalization is gradually playing an important role, the development of science and technology provides realistic conditions for the digitalization of IPE, but the flood of information also puts forward realistic requirements for the professionalization of IPE. Under the digital education environment, it is necessary to enhance the technical sensitivity of ideological and political workers, establish a new strategic thinking of ideological and political work, promote the integration of traditional education with modern technology, and tap the social value and educational resources behind the scientific value.

1. Introduction

In the process of implementing the reform and opening-up, China's socialist market economy has developed greatly, and at the same time, foreign cultures have also entered China directly, which makes Chinese universities face many difficulties and challenges in the process of IPE [1]. As the world enters a new period of turbulence and transformation, it is urgent to answer the questions of The Times, "What has gone wrong with the world?" and "where are mankind going?" With many advantages such as rich information resources, multi-dimensional interaction and convenient and durable storage, digital technology is rapidly infiltrating into every field of people's life. With the help of digital information symbols, people have formed a new interaction mode in modern society. As a group of college students with active thinking and easy to accept new things, their use and acceptance of digitalization is particularly prominent. Digitization has a profound influence on college students' moral concept, political thought, value orientation and code of conduct. The digital age is not only a technical problem, but also pregnant with and contains many complicated social problems. The times of digitalization endow college IPE with more new tasks, and the first task is to promote the all-round and healthy development of college students through IPE [2]. Guided by the socialist core values, the ideological education should be applied reasonably, and college students should be guided purposefully and in a planned way, so as to cultivate students' comprehensive quality and make it possible for college students to develop in an all-round way.

Universities must take on the responsibility of educating college students' ideological and political ideas and developing their core qualities, and cultivate college students in the new era with correct values and ideas, so as to better cope with the development of society and the country. Monotonous indoctrination education and infiltration education of educational ideas. Indoctrination-style IPE adopts a relatively single teaching mode in carrying out IPE courses in universities, monotonous theoretical concept transmission and publicity courses, and more inclined to carry out IPE work for students in class. In the new era, universities should keep pace with the times, effectively play the role of IPE, adopt effective teaching methods in combination with the development of the times, improve the quality of IPE, and cultivate excellent comprehensive talents [3]. We should seize the opportunity of big data strategy implemented by the state, fully tap the

potential value of digital technical data, organically combine data with the evaluation of IPE, and realize the thinking transformation of digital evaluation of IPE.

2. The main problems faced by ideology teach in universities

2.1. The network security system is not perfect enough

The arrival of the era of big data is closely related to the popularization and application of the Internet. The Internet facilitates information transmission to a great extent, but also shows the following characteristics: First, the total amount of information is large, but the content is uneven. There are a lot of information resources on the network platform, but these resources are not only beneficial to people's study, work and self-improvement information, but also some content related to pornography, gambling and even wrong ideology. Therefore, in the era of big data, ideological and political education in colleges and universities must not only guide students to improve the effectiveness of information utilization, but also educate students to correctly select the information in line with the needs of the miscellaneous information and eliminate the trouble of bad information to people. Second, information is updated quickly and spread more conveniently. With the wide application of new media and "We-Media", information quantity and transmission speed are increasing rapidly, which requires teachers to update their knowledge with The Times and master the teaching mode favored by students.

2.2. Strategies for Ideology Teaching in Institution of Higher Learning in the New Period

If we want to efficiently carry out political thought teaching in universities, we should effectively manage the teaching mode. From the perspective of education mode, the traditional didactic teaching mode has failed to stimulate students' interest in learning, and it is difficult to arouse students' emotional resonance by blindly instilling theoretical knowledge. Moreover, the time in the class of ideological and political education is limited, so the guidance of worldview, values and other aspects during this period will have very little effect. Management can standardize a series of people's requirements and transform "soft" concepts into "hard" requirements [6]. Therefore, ideological and political education in colleges and universities must be combined with digital means to expand the platform and approach of ideological and political education on the network, and adjust the existing teaching mode, so as to expand the scope and strength of its influence on students, so as to improve the efficiency of ideological and political education. At present, the research of implicit IPE has become a hot topic in educational circles, and has achieved phased results. An analysis of the overall trend of the number of articles published in implicit IPE is shown in Figure 1.

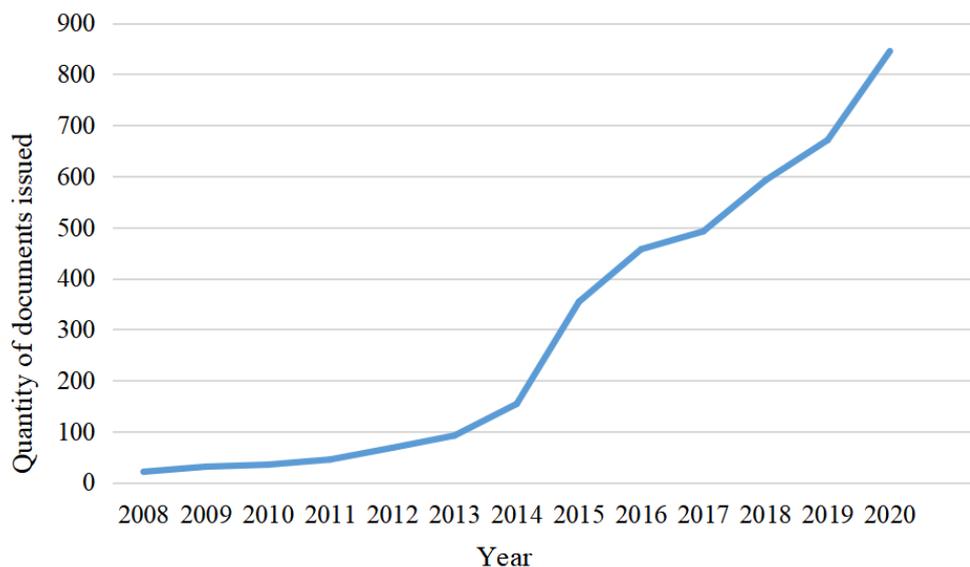


Figure 1 Analysis of the overall trend of the number of hidden ideology teach posts

Besides, expand ideological and political education. The traditional ideological and political education in colleges and universities mainly focuses on ideological and political courses. At present, although the concept of "curriculum ideological and political education" has been widely used, ideological and political education still stays in the classroom. We must start from the characteristics of the digital age, and actively expand the original ideological education way, the new media technology is introduced into the ideological education, make use of the platform, software, small programs, etc., so that the students can carry on the ideological and political content in daily life learning, to break the limitation of traditional classroom education, make education education of normal university students' life.

3. IPE in universities in the digital era

3.1. Infiltrate the idea of ideology teach on campus

Digital drive is conducive to the optimization and integration of IPE resources, which constitutes the fundamental premise of the digital development of IPE. Digitalization of IPE can make use of modern technologies such as big data to accurately analyze the current hot information, accurately locate the learning forms that students like, and accurately push them to the corresponding students. Teachers of IPE and university administrators need to actively summarize and study relevant experiences and practices in combination with this realistic condition, conduct in-depth research on the existing IPE based on the realistic needs of the development of the new era, and set up corresponding psychological consultation institutions according to the actual situation, so that students can get satisfactory mental health solutions while knowing their own mental health. If teachers transfer learning methods by rote to students in the course of teaching, it will not only fail to achieve the real purpose of ideological and political courses, but also be detrimental to the healthy development of students' mind and body. In this era, the corresponding students also have a lot of ideas, choices and foundations [8]. In addition, the knowledge of IPE in the past can't be updated in time with the development of the times, especially under the influence of the Internet, the ways for college students to acquire knowledge are constantly optimized, which highlights the problems existing in IPE. Digitization can provide the hottest and hottest information at present, while specialization can provide the most professional and authoritative knowledge of IPE. Only by realizing the integration of the two concepts can we ensure the precision of the IPE concept, so as to truly realize the precision of IPE.

3.2. Strengthen the construction of teachers' team and improve teachers' comprehensive quality

The integration of digitalization and specialization of IPE can achieve high efficiency in practice. Every teacher's energy on the job is limited after all. If they teach several different subjects at the same time, it will definitely bring negative effects and be detrimental to the development of teachers themselves. In order to realize the spontaneous diffusion and development of IPE, the IPE in universities still has a long way to go. Absorbing the advanced ideas and cutting-edge knowledge of the society can not only update the original ideological value system of universities, but also help college students tide over the ideological crisis, enhance their cultural self-confidence and moral quality, and better serve the society with professional knowledge [7]. To a certain extent, this expands the achievements of IPE, which can stimulate students, train them to form high-quality political thought quality in the course of IPE, and abide by the corresponding teaching discipline. Schools need to actively strengthen the input and training of teachers, with the improvement of teachers' comprehensive practical ability and education level as the core, so that students can establish correct world outlook and values, and make them have a clear grasp of western values, and stimulate students' national pride and patriotic enthusiasm. If teachers still use the traditional teaching mode in class, students will not only be interested in IPE, but will even be disgusted with this course in the learning process [9]. When asked, "What is your impression of the campus cultural activities held by your school?" The survey results are shown in Table 2.

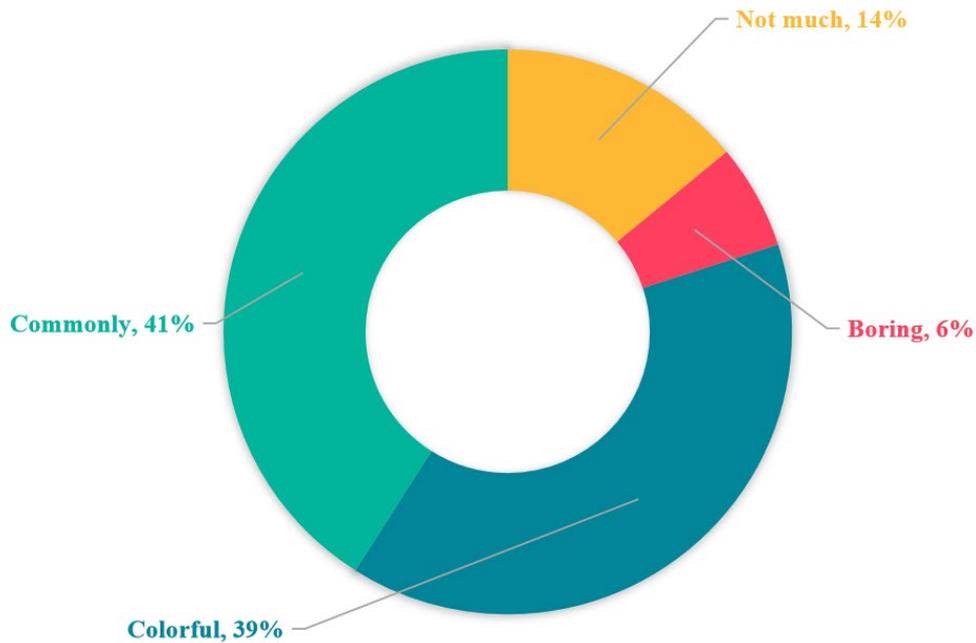


Figure 2 Students' impressions of campus cultural activities held by their schools

The main reason is that ideology teachers in universities are eager for success in their reform, and it is difficult to optimize their comprehensive quality, which leads to the impact of ideology teach in universities. Some managers' awareness of educating people is relatively weak, their overall quality is not high, and the professional level of counselors' team is uneven [10]. The overall teachal atmosphere in universities is not strong enough, and it is easy for students to be interfered by other bad factors. Constantly improve the level and ability of personal teach and teaching, give full play to personal charm, accomplish teachal and teaching objectives efficiently, improve the quality of ideology teach, and cultivate talents with excellent comprehensive quality who adapt to social development. Through the data analysis of digital system, we can get the specific information that students are most interested in and least interested in, so as to get the truest feedback and evaluation.

4. Conclusions

No matter how the society changes, IPE is the program to lead the society forward. By carrying out various campus activities in schools, IPE will be deeply rooted in campus life and study, which will exert a subtle influence on students. Teachers of IPE are encouraged to adopt various teaching methods to enrich the teaching content, so that students can effectively integrate into the classroom, realize the significance of IPE, cultivate high-quality talents and strengthen the foundation of the country. The integration of digitalization and specialization of IPE can achieve high efficiency in practice. Traditional IPE is difficult to obtain the content that students are interested in in a short time, and it is also difficult to quickly match students' interests, so as to arrange appropriate IPE. Digitalization can provide technical support for specialization, and promote IPE to make changes to adapt to social development. Universities should strengthen digital IPE, build a digital, personalized and intelligent platform, and realize multiple integration of explicit education and implicit education, virtual education and scene education, so as to meet the challenge of new technological revolution, seize the ideological highland and open a new chapter of IPE.

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