

## Research on Optimization of Innovative Development Path of Ideological Education in Universities based on Complex Adaptive System

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**Abstract:** New media has become an important channel for college students to obtain information and communicate with each other because of its fast transmission, large amount of information, rich content, wide coverage and strong interaction. This brings new challenges and opportunities to ideological and political education (IPE) in universities. Universities should face up to the impact of new media on college students' "three views", use new media channels to carry out IPE, integrate current political news closely related to college students into IPE, gradually enhance college students' sense of social responsibility, actively use new media channels to develop network IPE resources, and select typical IPE cases to improve the quality of IPE. Based on the complex adaptive system, this paper expounds the influence of the new media environment on ideological work in universities, puts forward innovative strategies for IPE in universities under the new media environment, and analyzes the countermeasures for IPE in universities under the new media environment from the aspects of strengthening students' dominant position, constantly improving new media literacy, expanding channels and ways of information flow interaction, etc. Better promote the development of IPE in universities.

### 1. Introduction

In the new era, the rapid development of modern IT has a far-reaching impact on college education and teaching. College students' IPE is a complete and complex system. To study how to apply effective IPE to college students in China, we should take Marxism as the guide and apply CAS (Complex Adaptive System) theory for analysis. For such a group, how to improve the actual effect of ideological theory teaching and help them establish a correct world outlook, outlook on life and values is a very important and urgent problem to be solved. With the rapid development of IT, new media such as Weibo, Tik Tok, WeChat and Aauto Quicker have become brand-new social ways, and college students have more platforms to express their views and show their lives. Some students have problems such as indulging in online games, wantonly publicizing other people's privacy, or publishing inappropriate comments such as worshipping foreign things. This is the focus of IPE for college counselors in the new era.

IPE is not only a regular teaching content, but also an important way for students to grow up healthily. How to adapt to the new communication environment and construct a new IPE system has become a new mission of college students' training. Therefore, we should adhere to the socialist core value system to lead IPE in universities, adhere to the people-oriented principle, respect students' individual differences, understand and grasp the new development and changes of students' ideology, carry out IPE in universities with pertinence, constantly promote the innovation of IPE content, method system and carrier system, and lead IPE in universities in the new period with the socialist core value system. However, the new media has a wide range of information sources, and the characteristics of mixed fish and dragons have also brought impacts and challenges to the current IPE in universities. From the perspective of complex adaptive system theory, this paper makes some preliminary thoughts on how to improve the classroom teaching effectiveness of ideological courses in universities. Aiming at the practical problems and their roots of IPE in universities, we must find a solution, that is, the way to realize the integration of socialist core value system into IPE in universities.

## 2. Positive influence of new media on IPE in universities

### 2.1. Realize the sharing of IPE resources

The new media era has brought more resources to the IPE in universities, which makes teachers have more information to prove their educational theories in the process of education, and breaks the shackles of traditional media on IPE resources. This paper probes into the innovative ideas and strategies of IPE, and analyzes the path of innovative IPE according to the perspective of practical application, so that the innovative research of IPE under new media can realize the scientific discussion from the present situation to practical application. Universities should actively learn about students' favorite new media apps, use Weibo, WeChat and Tik Tok to carry out IPE, let IPE infiltrate students' lives imperceptibly, and let students receive good moral edification all the time, so as to create a brand-new working mode of "internet plus Ideology". It is in line with the implementation requirements of ideological teaching to formulate a teaching response plan based on the current situation of problems and then to guide the teaching objectives of teaching practice according to teaching strategies. For example, you can share the clips and film reviews of *The Awakening Age*, a historical drama, on the Weibo account of your class, so that students can learn about the development history of the Communist Party of China (CPC) and the contribution made by Chinese aspiring youth to the founding of the People's Republic of China, so that students can truly understand the new historical mission shouldered by the younger generation. According to CAS theory, at the micro level, the interaction between subjects is "subject-subject" and "subject-environment", and subjects generally follow the "stimulus-response" model in the process of interaction with the external environment (as shown in Figure 1).

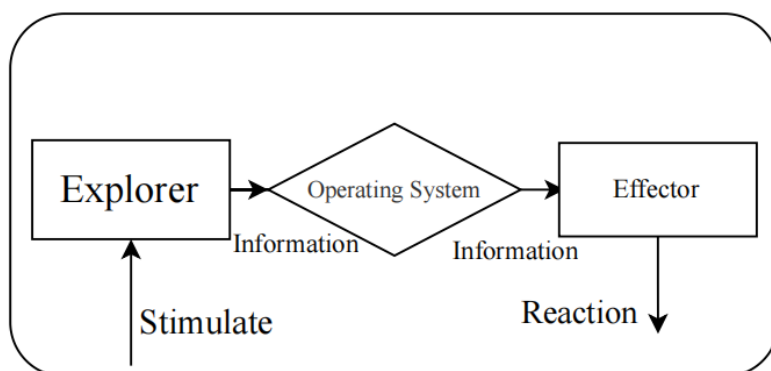


Figure 1 "Stimulus-response" model

Under the new media network environment with huge amount of information resources, on the one hand, students can carry out a series of independent activities, give full play to their initiative in participating in IPE, and enhance the effectiveness of IPE. On the other hand, the understanding between teachers and students can be enhanced, which will help teachers to understand the changes of students' thoughts in a timely and comprehensive way, so as to carry out IPE in a targeted way and improve the effectiveness of IPE. And carry out the education of rule of law with cases, explain the relevant laws against new media to students, and make them clear that no place is a place outside the law. Everyone should abide by the national constitution and the new media civilization convention, and do not publish or disseminate inappropriate and resolutely defend the national interests, and promptly report comments that harm the national interests.

### 2.2. Innovate the means of IPE in universities

Fast information transmission and rich resource content provide important advantages for network popularization, and show good applicability and applicability in IPE. New media, such as Tik Tok and Weibo, are the main social channels for college students, but counselors have limited knowledge of these new media. IPE is mainly based on theme class meetings, and students' favorite new media methods are seldom used. Many counselors don't know much about the new media that

students like, and the analysis of students' Internet addiction is not deep enough. It is difficult to arouse students' emotional resonance simply by the theme class meeting. College students are independent in personality, and long-winded IPE is hard to attract them. They prefer the open and information-based IPE mode, but many college counselors are not aware of this. Counselors in universities should actively understand the new media App that students like, use Weibo, WeChat and Tik Tok to carry out IPE, let IPE infiltrate students' lives imperceptibly, let students receive good moral edification all the time, and create a brand-new working mode of "internet plus Ideology". Let teachers use WeChat, Weibo, online forums and other online media to carry out IPE, activate the content of IPE through illustrated forms, narrow the distance between students and IPE and reduce students' resistance to IPE.

At present, our universities are in the blank period of platform construction. In view of the diffusion and upgrading of IPE, there is no network platform with a wide audience, active students, perfect functions and scientific operation, which also leads to some problems such as scattered content, insufficient publicity, changeable channels and so on in the process of counselors' implementation of network ideological work. For example, whether students focus on science and engineering or liberal arts; What related courses they have studied before; What are the issues they are most interested in, what do they want to know through this course, and so on.

### 3. Countermeasure Analysis of IPE in Universities Based on Complex Adaptive System

#### 3.1. Constantly strengthen students' dominant position

In the IPE system of universities, students and teachers are the subjects. According to CAS theory, the adaptability of subjects creates the complexity of the system. In the new media environment, students constantly adapt to the public opinion and the IPE system of universities, and their own evolution shows the characteristics of diversification, personalization and diversification. The diversity in teaching is mainly manifested in the differences among students, which include students' personalities, interests, abilities, knowledge backgrounds, expectations, and so on. These differences will be increasingly divided and expanded due to the influence of relevant factors in the classroom, thus affecting students' agreement on behaviors and goals, and thus affecting the actual effect of classroom teaching. In the face of college students with low psychological quality and weak moral and legal awareness, we must first improve their psychological quality and avoid excessive behavior. Mental health and moral and legal concepts are the most basic goals. After achieving the most basic goals, we should shape strong qualities and strong moral concepts, establish initial political beliefs, and closely link our ideals and personal aspirations with the interests of the country and the people.

IPE for college students is a complex and adaptive system. Such as the difference of educational objects, the goal, method and content of IPE, and the diversity of environment, the formation of cooperative education will be more complicated. Table 1 shows the subsystems and elements of the complex adaptation system of college students' IPE.

Table 1 Subsystems and elements of complex adaptation system of IPE for college students

	Subsystem	Element
Complex adaptive system of IPE	Educational object	Individual ideological consciousness and psychological development are different.
	Educational goal	Psychological quality, moral and legal system, political consciousness
	Educational method	Curriculum, self-cultivation, peer education, example education, practical experience
	Educational content	Experience, moral and legal knowledge, personal ideals, and communist beliefs.
	educational environment	Educational platform and resources

The fundamental purpose of IPE is to promote the harmonious development of the relationship between people and themselves, between people, between people and society, and between people and nature. Under the new media environment, it is especially necessary to continuously strengthen students' dominant position, take students' growth needs as the starting point and destination, actively pay attention to social hotspots and the direction of public opinion, and actively understand and judge students' thinking trends and public opinion information for their thinking habits and behaviors. This paper probes into the unique value of comprehensively applying new media to the innovation of IPE. Through comprehensive and profound content research, it can make the path of ideological innovation more comprehensive and perfect, which is of great value to the development of IPE innovation. With the help of class and classmates Weibo group, every student can participate in the management of specific school affairs, thus enhancing students' participation in class affairs and making students understand the importance of self-discipline and self-regulation.

### **3.2. Convey effective teaching information and do a good job in course teaching design**

Teaching is a process in which information flow is generated, accepted and collided, and information flow contains some signs in teaching. To make IPE ideas really enter students' minds and be accepted by students consciously, it is impossible to achieve good results only by theoretical preaching. The healthy ideological quality of college students needs the cultivation of teachers, who are the manpower guarantee of IPE. There are strict requirements for the selection of college ideological teachers. Ideological teachers must have a firm political direction and a strong sense of social responsibility, take it as their own duty to cultivate college students' socialist consciousness, set up the core of IPE based on human language, give full play to college students' subjective initiative, believe that college students have the ability of self-development, pay attention to the gap between college students' ideological progress needs and realistic ideals, and at the same time strengthen their own professional training. Explore the IPE methods suitable for the development of the new period, and carefully design every link of this course from macro to micro, so as to achieve the best effect.

Teaching design is a systematic work, including not only the preparation of lesson plans, the writing of lecture notes, the production of courseware, but also the design of every link and even details in the teaching process. Moreover, in the ideological classroom, teachers should set up some social hot issues and practical issues that students are more concerned about, or issues that are closely related to students' growth, and use the learned theories to analyze and answer these issues, so as to stimulate students' interest in learning. Besides, they should also pass on as much effective information as possible for students to Considering the nonlinear characteristics of ideology course, teachers should master the dynamic balance between order and disorder in teaching activities, that is to say, to grasp the order of teaching activities as a whole, to ensure the smooth realization of teaching objectives, and to pay attention to disorder, to set up various appropriate links and difficulties, to encourage students to actively participate in and actively construct, and to organize themselves in disorder, so as to achieve a new and higher level of order.

## **4. Conclusion**

Based on the complex adaptive system, combined with analytical methods, this paper analyzes the innovative development of IPE in universities by comprehensively using the research methods of literature analysis and theoretical research, empirical analysis and qualitative research, dialectical analysis and systematic analysis, and puts forward the goals and countermeasures of innovative development of IPE in universities based on the complex adaptive system. The arrival of the new era has brought new opportunities and challenges to the IPE in universities. Facing the complicated ideological environment of society, universities should actively learn new educational concepts, fully combine the application advantages of new media, innovate IPE mode with the help of the interesting, vivid and diverse characteristics of new media, realize the complementary advantages of new and old media in IPE, establish a perfect new media application management system, actively learn about new media social software that college students like, and establish class WeChat and

Weibo accounts. Regularly push positive energy social news, model deeds of the times, employment and entrepreneurship information for students, guide students to establish correct ideas, explain current political news with the help of new media, set a moral example for students, comprehensively improve college students' moral literacy, and improve the quality of IPE in universities.

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