

# **Research on the Construction and Optimization of College Students' Ideological and Political Education Based on Mobile Internet Platform**

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**Keywords:** Mobile phone network platform, college students, ideological and political education

**Abstract:** The integration trend of mobile phones has continuously expanded and upgraded the functions of mobile phones, and the educational functions of mobile phones have become more prominent. This has provided an unprecedented opportunity for college students' ideological and political education. Mobile phones will become an important platform for ideological and political education. Using mobile phone platforms to carry out ideological and political education for college students, we should focus on constructing a system of methods consisting of subject communication, topic discussion and information sharing. Construct a security system consisting of an organizational system, a supervision system and an evaluation system.

## **1. Introduction**

Since the birth of the world's first mobile phone in 1973, the function of mobile phones has been rapidly expanded, from the initial single voice communication function to the current comprehensive function of diversity [1]. Existing mobile phones generally have the following functions: First, the communication function, that is, through direct calls, texting, and using mobile social networking sites, mobile email, mobile microblogging, mobile instant messaging (such as mobile QQ, WeChat, etc.) communication; Second, the media function, that is, through the mobile TV, mobile newspapers, mobile radio, etc. to play the role of the media; Third, the search function, that is, through the search for keywords to find the information needed; Fourth, the entertainment function, that is, through the mobile phone games, mobile music for leisure and entertainment activities; Fifth, commercial functions, that is, through the mobile phone online payment, mobile online shopping, mobile online banking, mobile online booking, mobile online group purchase and other means of economic activities. With the further development of modern information science and network communication technology, the functions of mobile phones will be more perfect and more powerful, and the trend of “integration” and “all media” will become more apparent [2,3]. The ideological and political education function of mobile phones has become more prominent with the improvement and enhancement of these functions. It is mainly manifested in two aspects: First, the ideological and political education is directly carried out by using the interactive nature of mobile phones, and the second is to integrate ideological and political education information into the main body [4]. The ideological and political education function of mobile phones provides an unprecedented opportunity for the development of ideological and political education for college students. Mobile phones will become an important platform for ideological and political education.

## **2. Analysis on the advantages of using the mobile platform to develop college students' ideological and political education**

Mobile phones are new media that were born to adapt to the development of the 4G era. The use of mobile phone platform to carry out ideological and political education for college students has significant advantages, and its advantages are mainly reflected in the following aspects, as shown in Figure 1.

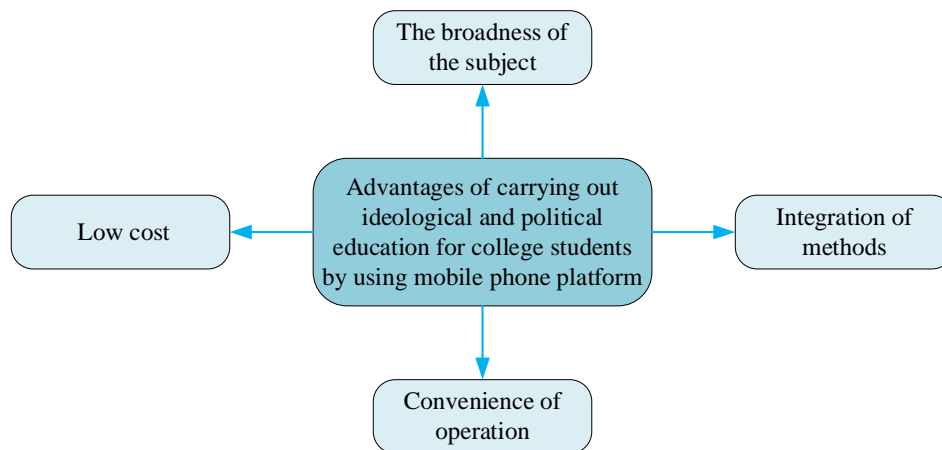


Figure 1 Advantages of carrying out ideological and political education for college students by using mobile phone platform

#### (1) The broadness of the subject

From the perspective of educators, mobile phones are the main tools they carry with them to communicate with the outside world. From the perspective of college students, college students have a special liking for mobile phones. This “media with temperature” has become an inseparable part of their university life. Studies have shown that the mobile phone holding rate of college students in China is almost 100%. Even students with financial difficulties have mobile phones. The widespread popularity of mobile phones among college students enables college students' ideological and political educators to use the mobile phone platform to carry out ideological and political education for college students, which can basically cover the entire subject of college students and have a broader and more accurate scope of communication than other media.

#### (2) Integration of methods

The traditional mass media has a single function, newspapers express through words, broadcasts through sound, television through video performance, and the Internet integrates the functions of mass media, greatly surpassing traditional media. Today's mobile phones not only cover the functions of the Internet, but also far beyond its function, and have begun to cover all aspects of people's lives. Using mobile phone platform to carry out ideological and political education for college students can not only integrate the advantages of traditional mass media, but also use modern instant messaging tools to integrate ideological and political education into all aspects of college students' life and realize the life of ideological and political education for college students.

#### (3) Convenience of operation

The characteristics of the Internet's time-space openness provide great convenience for the use of computer terminals, but compared to mobile phones, this is a small witch. American scholar Paul Levinson believes that human beings have two basic ways of communication, talking and walking. Unfortunately, since the birth of mankind, these two functions have begun to divide until the mobile phone is turned out. The functions are integrated and integrated. The mobile phone truly spans the limitations of the region and the computer terminal. It is easy to use and operate. It is prominently reflected in two aspects: Firstly, the mobile phone and the person are almost inseparable. When and when to use it, you can use it whenever you want to communicate with others. Secondly, the mobile phone can meet the individual needs of ideological and political education. The mobile phone is rich in functions. For example, when communicating with students, you can choose different ways such as synchronous communication or asynchronous communication, group communication or individual communication. It can be selectively used according to the specific needs of college students' ideological and political education.

#### (4) Low cost

Many functions on the mobile phone rely on the Internet, the improvement of the level of information and communication technology and the rapid development and popularization of the Internet, so that the cost is rapidly reduced, and the charging rate is getting lower and lower,

especially the coverage of the campus wireless network, so that the cost of surfing the Internet is extremely low. Some mobile phone software is also free to use. For example, interactive software such as Easycom has implemented cross-platform free SMS and free phone messages. Therefore, educators use mobile phone platforms to carry out ideological and political education for college students, which greatly reduces the cost of work for the required expenses.

### 3. Using mobile phone platform to develop the method system of college students' ideological and political education

The use of mobile platforms to carry out ideological and political education for college students is essentially the use of mobile phone functions. As the functions of mobile phones continue to expand and improve, there are many ways to use the mobile phone platform to carry out ideological and political education for college students. In order to improve the effectiveness of the use of mobile phone platforms to carry out ideological and political education for college students, it is necessary to establish a methodological system. This method system is mainly composed of the following methods, as shown in Figure 2.

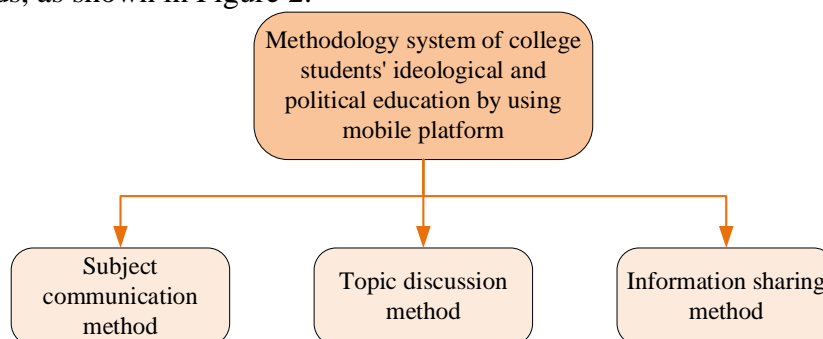


Figure 2 Methodology system of college students' ideological and political education by using mobile platform

#### (1) Subject communication method

The so-called subject communication method refers to the two main subjects of educators and university students, which achieves the purpose of ideological and political education through communication on the mobile platform. Specifically, it is a way for educators and college students to communicate and interact through mobile phone calls, mobile phone text messages, mobile QQ, Weibo, WeChat and other interactive tools to achieve communication ideas. Using the mobile phone platform to carry out ideological and political education for college students, on the one hand, due to the interactivity and openness of the mobile phone platform, the independent status of college students is prominent; on the other hand, since the individual corresponding to the mobile phone is registered in the real identity, compared with the Internet, but also has a considerable degree of privacy and authenticity. Participants, whether educators or college students, can maximize the awareness of the subject and participation through the mobile platform, participate in information feedback and re-creation in different ways, and independently choose the content and form of ideological and political education to satisfy their psychological demands. Using this method, educators should pay special attention to the fact that they cannot be educated by themselves, and that college students should be the main body, so that they can be fully respected and cared for, and closer to the teacher-student distance that is objectively magnified by the influence of preaching under the traditional ideological and political education mode. It is necessary to pay attention to the combination of education and management services, so that ideological and political education can achieve the modality and effect of “slowing into the night with the wind, and moistening things with silence”.

#### (2) Topic discussion method

The so-called topic discussion method refers to a method of pushing the content of the ideological and political education of college students to a public platform of mobile phones, and

participating in discussions through educators and college students to achieve the purpose of ideological and political education. Specifically, educators and college students use the mobile phone community, mobile QQ group, mobile microblogging and other platforms to conduct an orderly discussion on the educational themes established, so as to achieve a way to improve their thinking. Using this method, from the content level, it is generally an important issue involving ideological and political education, such as the understanding of the important spirit of the higher level, the grasp of social thoughts or hot issues, and the important issues in the study of college students themselves. At the same time, according to the “Agenda Setting” theory, the topic discussion needs a period of effort to achieve a comprehensive and macroscopic effect. Therefore, the relative stability of the theme should be maintained. From a technical perspective, it is necessary to establish a mobile community, a mobile QQ group, a mobile microblog group, and a WeChat group for educators and college students, respectively, to provide technical support for the topic discussion.

### (3) Information sharing method

The so-called information sharing method refers to a method in which the mobile phone media uses the ideological and political education information provided by other media to push the college students through the mobile platform to achieve the goal of ideological and political education for college students. Mobile phones are important terminals of the Internet, and the Internet is highly open, enabling mobile phones to access ideological and political education resources. We can use the link function of mobile newspaper, mobile TV and mobile radio to push ideological and political education content to college students through mobile public platform to realize information sharing; or use the photo upload function of mobile microblog, WeChat and other interactive tools to see People, things, and things that have the role of ideological and political education, photographing, photographing, writing related articles, sharing them in a circle of friends or pushing them to college students through the public platform of mobile phones. Use this method, pay attention to the timeliness of sharing, and guide as needed.

## 4. Using mobile phone platform to carry out the guarantee system of college students' ideological and political education

It is a systematic project to use the mobile phone platform to carry out ideological and political education for college students. In order to carry out its smooth development and improve the effectiveness of education, it is urgent to construct a security system for the use of mobile phone platforms to carry out ideological and political education for college students. Using the mobile phone platform to carry out the construction of the ideological and political education guarantee system for college students, according to the system theory, we should focus on the following factors: the main body of education, the function of mobile phones, the content of ideological and political education, etc, as shown in Figure 3.

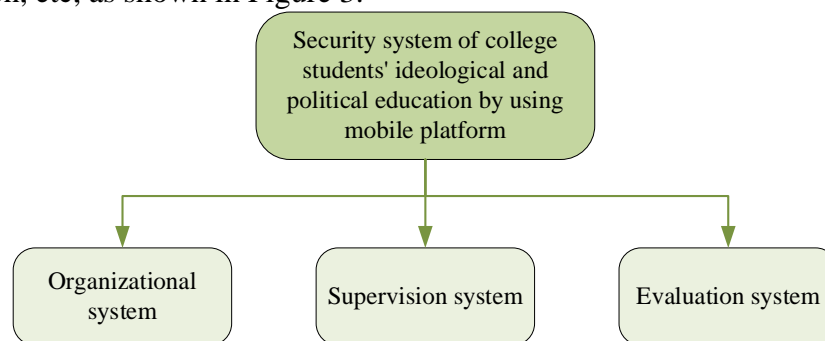


Figure 3 Security system of college students' ideological and political education by using mobile platform

### (1) Organizational system

The establishment of an organizational system should be considered from the macro, meso and

micro levels, that is, from the national, local and university levels, to build a unified and coordinated organizational system. First of all, from the national level, it should be led by the Ministry of Education. The Ministry of Education should do a good job in top-level design, formulate work standards for the use of mobile platforms to carry out ideological and political education for college students, and regularly publish guidelines for the use of mobile platforms to carry out ideological and political education for college students. Second, local government education departments should, under the guidance of the Ministry of Education, In fact, the goal and requirements of using mobile phone platform to carry out ideological and political education for college students are put forward. Finally, colleges and universities should set up a working group composed of school leaders, experts, student work counselors and student backbones, which are generally led by the student work department and are responsible for the use of mobile phones. The platform carries out the implementation of ideological and political education for college students. Organizations at all levels should strictly implement the responsibility system and responsibility assessment system.

### (2) Supervision system

There are different perspectives for establishing a supervisory system. From the perspective of scope, there are intra-school supervision and off-campus supervision; from a technical perspective, there are technical supervision and personnel supervision, and so on. We should combine school supervision and off-campus supervision, technical supervision and personnel supervision to form a three-dimensional supervision network for college students' ideological and political education. From the perspective of internal supervision, the school party committee propaganda department can generally take the lead in setting up a monitoring organization that uses mobile phone platforms to carry out the ideological and political education of college students. At the same time, it establishes a supervision platform to accept the supervision of teachers and students. From the perspective of external supervision, it mainly accepts The supervision of the administrative department of education is subject to the supervision of the media and the community. From the perspective of technical supervision, since the university itself does not have the conditions for technical supervision of the mobile phone platform, it should rely on the network communication technology department to implement strict technical supervision. The education departments and universities should provide relevant information to relevant technical departments in a timely manner. From the perspective of personnel supervision, colleges and administrative departments at all levels should be equipped with full-time or part-time supervisors to ensure that the use of mobile phone platforms to carry out ideological and political education for college students is implemented. To formulate the content and standards of supervision, we can divide the content of supervision into several different levels, such as legal aspects, disciplines and ethics, and establish a standard system for supervision.

### (3) Evaluation system

To establish an evaluation system, first of all, the evaluation criteria for the ideological and political education of college students using mobile phone platforms should be formulated. The evaluation criteria are mainly formulated from the aspects of educational functions, educational strength, and actual effects of education. Secondly, the independent evaluation subjects can be divided into two levels: the school and the government education department. The main body of the school evaluation may be the subject of the supervision team, and the representatives of the counselors and the representatives of the university students shall be recruited. The evaluation body of the government education department may be composed of the person in charge of the lead evaluation body, representatives of relevant experts, scholars and practitioners. Again, the correct assessment method is to be achieved. The assessment method should reflect the principles of comprehensiveness, science, democracy and openness. The so-called comprehensive is to comprehensively evaluate the indicators of evaluation; the so-called science is to formulate a plan that is in line with the actual situation; the so-called democracy is to listen carefully to the opinions of relevant parties, especially the reaction of the main body of the university students; The content of the content and evaluation is open to a certain extent, and it is supervised by teachers and

students, especially the majority of college students. In the evaluation process, it is necessary to adhere to qualitative evaluation and quantitative evaluation, dynamic evaluation and static evaluation, comprehensive evaluation and key evaluation to ensure the objective authenticity of the evaluation.

## **5. Conclusion**

With the rapid development of mobile communication technology, mobile phones have become the largest terminal for Internet users in China. The rapid growth of mobile phone users of college students brings opportunities and challenges to ideological and political education in colleges and universities. Mobile phones will become an important platform for ideological and political education. Using mobile phone platforms to carry out ideological and political education for college students, we should focus on constructing a system of methods consisting of subject communication, topic discussion and information sharing. Construct a security system consisting of an organizational system, a supervision system and an evaluation system.

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