

# **The Purpose, Scope and Measures of College Students' Ideological and Political Education in the Age of Mobile Internet**

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**Keywords:** Network technology; Ideological and political education; Internet

**Abstract:** The universal use and continuous development of network technology has greatly shortened the time and space. Traditional ideological and political education concepts, educational methods, and educational content have been unable to adapt to the networked environment. The network technology represented by the Internet has a great impact on the lives of modern people, and it has also seriously challenged the traditional ideological and political education work. The various changes that have occurred in the Internet have prompted traditional ideological and political education to make a large adjustment consciously and unconsciously. The emergence and deepening of the theory and practice of network ideological and political education is one of its concrete manifestations. Traditional ideological and political education is directly related to the ideological quality of College students, but its correlation coefficient is relatively low. The development and popularization of campus network technology has expanded the new ways of Ideological and political education, and brought new opportunities for strengthening ideological and political education innovation of College students.

## **1. Introduction**

Colleges and universities are the places with the highest degree of social informatization. As the frontier of information technology development, network has become an important channel for college teachers and students to acquire knowledge and information [1]. Research and Discussion on the development and innovation of Ideological and political education are rising, and related articles have been published one after another. Ideological and political education exists both at home and abroad [2]. Developed countries in the world often attach great importance to ideological and political education, but the formulation is different. As a place for training high-quality talents, colleges and universities are inevitably affected by the network information society with the constant demand for the development of information technology [3]. Focusing on the changes in the Internet age with a developmental perspective, anticipating and effectively analyzing the related impacts of network development on people is a new topic that modern ideological and political education should also study [4]. In the face of the surging development of the Internet, the Party Central Committee promptly proposed to use the Internet properly. And grab the network position, and strive to enhance the effectiveness of the network ideological and political education in colleges and universities [5]. Faced with such a situation, the combination of network and ideological and political education is imperative. How to use the network carrier to innovate the ideological and political education of colleges and universities is an arduous and urgent issue in the new era.

Young college students, as advocates of new things and fashion experiencers, are more susceptible to the growth of the mobile Internet [6]. The impact of the Internet on young college students is multi-level and multi-angle. The management of ideological and political education in colleges and universities has also emerged with new features. It is undoubtedly a very urgent and important task to deeply study the law of ideological and political education in colleges and universities, and actively explore and innovate and strengthen the feasible measures of network ideological and political education in colleges and universities [7]. The rapid development of contemporary network technology and the popularity of the Internet have brought about a new challenge in the development of ideological and political education [8]. In fact, information control involves the purification of the network environment, which has a great impact on the educational

effect, but the controllability of the Internet is poor, and the single information can only exist in a closed state [9]. We should attach great importance to and make full use of information network technology to carry out ideological and political work. While enjoying the convenience and quickness of disseminating information on the Internet, teachers and students should enhance their political acuity and political discrimination [10]. The development and popularization of campus network technology has expanded the new ways of Ideological and political education, and brought new opportunities for strengthening ideological and political education innovation of College students.

## 2. The Concept of Internet Ideological and Political Education

The function of network ideological and political education in Colleges and universities refers to the centralization of the essence of network ideological and political education in Colleges and universities. Internet ideological and political education is a new form of Ideological and Political Education under the network conditions, and it is a new development of traditional ideological and Political Education under the network conditions. With the construction of information highway in our country, the network infrastructure of colleges and universities is gradually improved, and the popularization rate of broadband network in schools is increasing. The complexity of Internet information has also brought immeasurable negative impact on the healthy growth of College students, which poses new challenges and requirements for the management of campus network. In various countries and regions of the Internet, countless websites will update content in a timely and regular manner in order to increase their click-through rate. The guiding function is the direct manifestation of the purpose and essence of the ideological and political education of colleges and universities. It is one of the basic functions of network ideological and political education in colleges and universities. The Internet is not only a tool for ideological and political education, but also an environment and purpose for ideological and political education.

The management mechanism of college students' ideological and political education has been increasingly perfected, and the strength of the ideological and political education team has been continuously improved. The carrier of ideological and political education began to modernize, and the ideological and political education methods continued to innovate. According to the statistical results, the personal computer ownership rate of college students is higher, reaching 61.2%. Among them, the personal computer ownership rate of doctoral and master students is more than 30% higher than that of undergraduate and professional students. The percentage of personal computers owned by specialists and undergraduates is low, about 45%. The specific data are shown in Table 1.

Table 1 Statistics on the personal computer possession of college students

Education	Specialty	Undergraduate	Master	Doctor
Number of participants	40	40	40	40
Number of persons owned	18	16	28	30

The rapid development of network information technology has greatly changed the environment of College Students' ideological and political education, seriously affecting the traditional way of College Students' ideological and political education. The network provides people with a virtual but colorful new space, which greatly changes the traditional social structure. With the development of the times, new technologies and new situations are emerging. The ideological education in our country at the present stage is facing severe challenges both at home and abroad. The guiding function of network ideological and political education in Colleges and universities is mainly embodied in the guidance of ideals, beliefs and life goals of the vast majority of college students' netizens. There is a relationship between the ideological and political education of the Internet and the traditional ideological and political education. The impact of the Internet on college students is two-sided, both beneficial and disadvantageous. Generally speaking, for college students with more

mature minds, they can judge whether the impact of the network on themselves is positive or negative in general. The interactivity of the network enables people to send, transmit and receive various multimedia information anytime, anywhere in the network society. These values and ethical spirit have greatly enriched people's moral life and enhanced people's humanistic realm.

### 3. The main characteristics of network ideological and political education

The development of mobile internet technology has brought new problems to the ideological and political education work of colleges and universities in China. The ideological and political education curriculum is a highly practical discipline, and new social practice is an important driving force for its existence and development. The cohesive function of ideological and political education in colleges and universities is mainly reflected in the norms of the thinking and behavior of the majority of netizens. The role and effect of traditional ideological and political education directly affects and even determines the effect of ideological and political education on the Internet. Some colleges and universities have established ideological and political education websites with few contents and no updates for a long time. Outdated information, lack of infectious and preaching articles, can hardly impress readers and attract more readers to browse. Network ideological and political education is not only ideological and moral education, but also the organic unity of political education, ideological education, moral education, law and discipline education and mental health education. The network provides people with a great degree of freedom, far beyond the scope of people's social responsibility, resulting in more and more moral anomie problems, more and more serious. All these require strengthening the theoretical exploration of Ideological and political education in Colleges and Universities under the mobile Internet environment, and promoting the realistic ideological and political education with high-quality theoretical research results.

Internet sharing is characterized by strong public participation and independent choice. Fully respecting the individual independent personality and self-choice of the educated effectively promotes the status of the educated. From the perspective of the penetration rate, the penetration rate of netizens among the population with higher education level has been leading, and has been close in the past two years. As shown in Fig. 1.

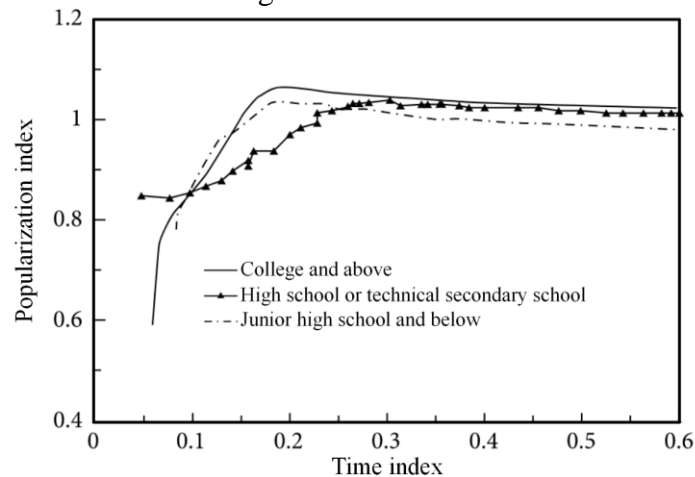


Fig.1. the popularity of netizens under different educational levels

Educational function is one of the basic functions of network ideological and political education in Colleges and universities. It means to cultivate and improve the ideological and political quality of College Students' netizens through information dissemination and communication of network ideological and political education. Virtual environment can better test the level of personal ideological and moral accomplishment. A large number of online problems show that the effect of traditional ideological and political education is not very ideal. Network ideological and political educators should strengthen the study of political theory and constantly improve their theoretical knowledge and political literacy. With the rapid development and popularization of network technology, the network has exerted varying degrees of influence on the political beliefs, concepts

and behaviors of college students in China. There are few real emotional exchanges between people on the Internet, and people cannot experience the pleasure of emotional exchanges. Although the carrier of network ideological and political education is the network, the real pusher behind the carrier is the vast number of educators. The ideological and political education of colleges and universities should be based on the concern of the vast number of college students' life and learning, so as to promote the common development of college students' netizens.

The effectiveness of ideological and political education in colleges and universities is continually improving, and the ability of students to identify various new media information can be enhanced to truly promote the future development of college students. The multimedia nature of the network makes the online world capable of being faked. The reality-based online world completely blurs the difference between fantasy and reality. Conduct ideological and political education and vocational skills training through the online league branch. In the teaching process, computer software technology was used. An example is presented. This helps to observe the simulation of quality education instructional design from different directions. The experimental results of the three experiments are shown in Fig. 2.

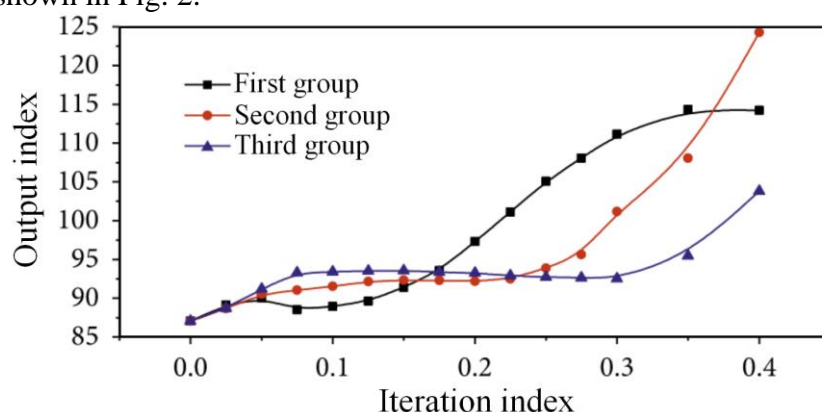


Fig.2. Iteration value and output relationship

The communication function of network ideological and political education in colleges and universities is manifested by social exchange and interaction through the network. Improving and strengthening traditional ideological and political education will inevitably promote ideological and political education on the Internet. The level of network ideological and political education workers directly affects the level of their education. It is necessary to give full play to the initiative of college students, and through their practice to screen and choose the method that suits them. People's personality development and emotional needs, especially their intrinsic affinity, are not fully satisfied, and they will gradually lose their sense of sensibility and participation in real life. The communication function of network ideological and political education in Colleges and universities is not only a process of Ideological and political information exchange and transmission, but also contains the process of emotional transmission. At the same time, there are differences between Internet Ideological and political education and traditional ideological and political education. The ideological and political education of college students must be completed through the active participation of college students in order to achieve the ultimate effect. Ideological and political educators should always pay attention to the needs of College Students' network behavior, and make appropriate guidance so as to form healthy ideas and qualified personality.

#### 4. Conclusion

The vigorous development of information network technology has provided unprecedented technical support and new fields for ideological and political education. At present, ideological and political education in Colleges and Universities under the network environment has achieved good results. However, with the advent of the network era, the traditional methods and contents of Ideological and political education cannot meet the needs of the development of the new era. The maturity and popularization of mobile Internet technology not only changes people's way of life and

thinking, but also brings new opportunities and challenges to the current ideological and political education in Colleges and universities. Traditional ideological and political education is directly related to the ideological quality of College students, but its correlation coefficient is relatively low. The correlation coefficient between ideological and political education and the ideological quality of college students in the network environment is much higher than that of the former. Internet ideological and political education is not only a new development of traditional ideological and political education under the network conditions, it has also become a great driving force for the development of traditional ideological and political education. In the network environment, the innovation of ideological and political education in colleges and universities is imperative. We only have to closely follow the trend of the times and give full play to the advantages of network information technology. It can provide theoretical support and technical support for the development of the network ideological and political education in colleges and universities in the new era.

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