

The Influence of Ideological and Political Education on Students' Values under the Information Environment

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Abstract. Ideological and political education is the primary content of China's spiritual civilization construction and one of the main ways to solve social contradictions and problems. Values are cognition, understanding, judgment or choice based on a certain sense of thinking of a person. That is, a kind of thinking or orientation in which people recognize things and justify right and wrong, thus reflecting the certain value of people, things and things. Or role; in class society, different classes have different values. In colleges and universities, ideological and political education, as an important tool for the cultivation of students' values, has received extensive attention from educators. This paper compares the influence of ideological and political education on students' values in the information environment through questionnaires and other methods. Studies have shown that the impact of ideological and political education on values in an information-based environment is positive to a certain extent, mainly because the influence of students' wider contact on values is positive.

1. Introduction

Ideological and political education refers to the social or social group's use of certain political views, ideas, and ethics to exert a purposeful, planned, and organized influence on members of society, so that they can form social practice activities that conform to the ideological character of the society. The ideological and political education of college students refers to colleges and other organizations. Under the leadership of the Communist Party of China, in order to help and encourage college students to establish a great socialist ideal and belief, it has a purpose and plan for the political concepts, ideas and ethics of college students. The impact of educational practice activities.

Carrying out students' ideological and political education in colleges and universities is conducive to improving students' ideological and political level, helping them to improve their minds, and making them "not forget their original heart, remembering their mission" in this tempting living environment, and study hard to create a more healthy personality. . Hong Jun and Sun Fengping [1] started from the status quo of ideological and political education in colleges and universities, and conducted a comprehensive and in-depth analysis of the impact of ideological and political education on the future development of college students. On this basis, it explored the improvement of ideological and political education in colleges and universities for the future development of college students. The strategy of influence. The "micro-era" environment has brought new challenges and opportunities for the ideological and political education of contemporary college students. Based on this, Tang Liang [2] conducted a detailed analysis of the impact of the "micro-era" on the ideological and political education in colleges and universities. The advent of the era of big data has accelerated the development of online public opinion, and its scope of influence has been continuously expanded. The influence on ideological and political education in colleges and universities has also deepened. This kind of influence has both positive and negative effects, which not only brings opportunities to the ideological and political education in colleges but also challenges the ideological and political education in colleges and universities. Wu Feng [3] takes the characteristics of online public opinion as the starting point and analyzes the dual influence of online public opinion on college ideological and political education. The current ideological and political education model in colleges and universities is not clear about the main

body of ideological and political education in colleges and universities. In the actual teaching process, although the "student-centered" teaching principle of ideological and political education mode in colleges and universities is emphasized, in the process of practical application, there are still some ideological and political education modes in colleges and universities, which are separated from the students' reality and difficult to carry out in a targeted manner. The actual situation of the improvement of ideological and political education mode in colleges and universities leads to the difficulty in effectively improving the values of college students' groups. The role of ideological and political education mode in colleges and universities is also difficult to effectively manifest.

There are different interpretations[4] of the meaning of values at home and abroad , and the famous foreign scholar Clarke believes that values are the measure and judgment of whether a thing is "worth worth doing." Rocchi believes that values are thought guides about beliefs and beliefs. Schwartz believes that values are goals that meet certain needs and go beyond specific situations. The meaning of the values we use most often now is that our scholar Huang Xiting has derived the meaning of some values. He believes that everything that belongs to good and bad, beauty and ugliness, right or wrong, and other self-willingness belongs to Values. Values are a collection of concepts about value. They are an idea of the self when it chooses and judges things. It includes value cognition, value orientation, value goal, value judgment, value choice and value guidance. Values are the manifestation of personal consciousness, which determines our understanding and judgment of things, guiding us to know the world and transform the world. Values are not static, they change as the environment for individual growth changes. Family education has an important influence on the values of college students. In order to give full play to the effect of family education on the values of college students, Wang Xiaomei [5] started from the necessity of helping college students to form correct values, and carried out a comprehensive approach to the current situation of family education in the formation of college students' values. Deep analysis. Due to the diversity of online cultural values, this requires that ideological and political workers in colleges and universities should guide the values of college students. Zhang Jing [6] pointed out that exploring the positive and negative impact of online culture on the values of college students is of great significance for college students to establish correct values. The impact of multiculturalism and the influence of negative culture all form a game relationship with higher education. To this end, Chen Li [7] from the perspective of micro-media on the formation of college students' core values, explores how to use micro-media technology to guide contemporary college students to develop positive ideological values.

The ideological and political education of college students is attracting the attention of the party and the government. The emergence of the information environment has changed the life and learning style of college students to a certain extent, and has a tremendous impact on the thinking and learning of college students, but everything has its two sides, while bringing a good side, It brings challenges to the ideological and political education of college students. The traditional way of education can't adapt to the college students' group well. What college students need is a free and open teaching environment. It is of great theoretical and practical significance to use information technology to promote the study of ideological and political education for college students in China.

2. Method

2.1 Literature Research Method

By querying the content related to the thesis topic in China Knowledge Network and reading a large number of domestic and foreign works, literature and other materials related to this paper, then analyzing, summarizing and summarizing the data read, provide basis and reference for the completion of the paper.

2.2 Investigation and Research

On the basis of reading the relevant literature, the questionnaires were distributed to the students of two universities, and then the data were integrated and analyzed, and the relevant status of the values of the ideological and political education of college students was summarized, which was the

ideological and political education under the information environment. Provide a reference for the impact and value education strategies.

This experiment is the study of the influence of ideological and political education on students' values under the information environment. Therefore, this paper investigates the students of the two institutions through the questionnaire survey method. One of them is an information institution and the other is an ordinary institution. There were 350 questionnaires in each of the two institutions, 302 valid questionnaires were recovered from information institutions, and the recovery rate was 86.3%; 294 copies were recovered from ordinary colleges and universities, and the recovery rate was 84%. The flow chart of the experimental steps is as follows (Figure 1):

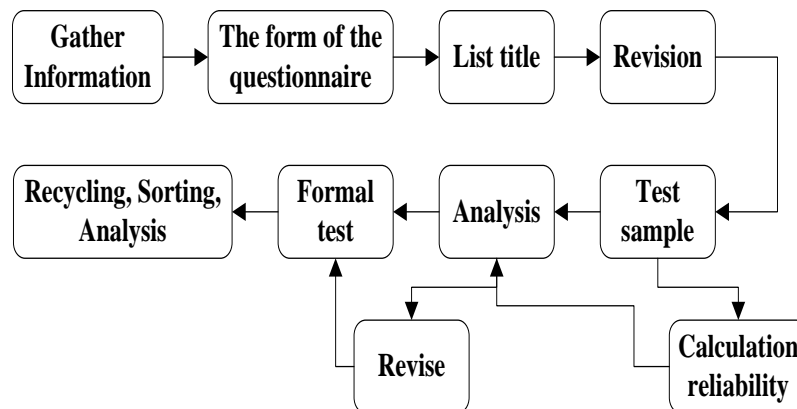


Figure 1. Experimental step flow chart

This study used exploratory factor analysis to analyze test variables. Measurements were made using a five-point Likert scale, with 1 indicating very disagree and 5 indicating very agree.

Exploratory factor analysis is used to find the number of factors affecting the observed variables to reveal the essential structure of the observed variables and to perform dimension reduction. In the case that the influencing factors are not known in advance, the model is established based on the sample data, and the factor analysis is performed by statistical software. The results provide an important basis and guarantee for the verification factor analysis.

Exploratory factor analysis has seven main steps, namely:

(1) Collect Observed Variables. Sampling methods are generally used to collect observational variable data based on actual conditions.

(2) Construct a Correlation Matrix. Based on this matrix, it is determined whether the data is suitable for factor analysis.

(3) Determine the Number of Factors. It is possible to first assume a factor number according to the actual situation, or according to the criterion that the feature root is greater than 1 or the gravel criterion.

(4) Extraction Factor. There are many methods for extracting factors, such as principal component method, weighted least squares method, and maximum likelihood method.

(5) Rotation Factor. Because the initial factor is too comprehensive and difficult to find out, it is necessary to rotate the factor to explain the factor structure. Commonly used rotation methods include orthogonal rotation, oblique rotation, and the like.

(6) Explain the Factor Structure. Explain the factors according to the actual situation and the load size.

(7) Calculate the Factor Score. Use public factors for further research, such as evaluation.

2.3 Data Processing

Data processing Using SPSS 19.0 software, the sample data was tested for reliability by CFA confirmatory factor analysis.

The primary purpose of the confirmatory factor analysis is to determine the ability of the model of the factor to fit the actual data, attempting to test whether the number of factors and the factor load of the observed variable are consistent with theoretical expectations. Its strength is to allow

researchers to clearly describe the details in a theoretical model.

There are six main steps in confirmatory factor analysis:

(1) Define the Factor Model. Includes the number of selection factors and the definition factor load. The factor load is previously set to zero, or other freely varying constant, or a number that varies under certain conditions.

(2) Collect Observations. Obtain observations based on research purposes.

(3) Obtain a Correlation Coefficient Matrix. Obtain a variable covariance matrix based on the original data.

(4) Fit the Model. Choose a method to estimate the factor load for free change. Such as maximum likelihood estimation, progressive distribution free estimation, etc.

(5) Evaluation Model. When the factor model is able to fit the data, the factor load is chosen to minimize the difference between the correlation matrix contained in the model and the actual observation matrix. Commonly used statistical parameters are chi-square fitting index (χ^2), comparative fitting index (CFI), goodness-of-fit index (GFI), and estimated error root mean square (RMSEA). The proposed criteria of Bentler (1990): χ^2/DF (degrees of freedom) ≤ 3.0 , CFI ≥ 0.90 , GFI ≥ 0.85 , RMSE ≤ 0.05 , indicating that the degree of fit of the model is acceptable.

(6) Correct the Model. If the model fitting effect is not good, the model needs to be modified or redefined according to the theoretical analysis to correct the model to obtain the optimal model.

3. Experiment

The experiment process is divided into three phases:

Phase 1: Preliminary preparation phase. This stage is mainly to initially design the content of the questionnaire, and then continuously improve and finalize the content of the investigation through research and discussion; determine the sampling plan based on the content of the investigation, and fully prepare for the subsequent implementation phase.

Phase 2: The specific implementation phase. This stage is mainly to issue questionnaires and organize recycling. The subjects of this survey were mainly students from the freshmen to the third of the two universities. 510 questionnaires were randomly distributed to college students from two universities, and 497 valid questionnaires were collected. The effective recovery rate was 97.4%.

Phase 3: Analysis phase. At this stage, the data and data of the questionnaire are collated, and further analysis is carried out on the basis of collation, and some research results are obtained. In order to accurately understand the current situation of the values of college students, this survey selected two institutions as the object of this research survey, and carried out the anonymous survey in the survey statistics. The content of the questionnaire is based on the theme of ideological and political education and the values of college students, and follows the principle of gradual and orderly, from shallow to deep, so that the problems are interlocked and finally form a questionnaire.

4. Data analysis and Results

4.1 Reliability Analysis

Reliability is a test of the reliability of the questionnaire. The reliability coefficient is one of the important indicators to measure the quality of the test. The overall reliability of the questionnaire in this study reached 0.726, and the reliability coefficient was higher.

Table 1 Questionnaire overall Cronbach's α coefficient

Cronbach's Alpha	Project
0.726	20

4.2 Comparative Analysis

For the collected data processing, draw the following table (Table 2):

Table 2 Questionnaire data

Question	Information college students	Non-information college students
Are you satisfied with the current ideological and educational education?	4.3	3.5
In addition to the proper time to learn about ideological and political education during class time.	4.1	2.7
Do you understand the ideological and political activities organized by the school?	3.7	3.1
Do you feel that the school's ideological and political education is insufficient.	1.1	2.4
Whether the school's ideological and educational education information can be accurately conveyed.	4.8	3.7
Will you learn about the extracurricular ideological and educational education in your spare time?	4.5	2.2
Do you think it is helpful to build your values when you accept school politics?	4.9	4.1
The impact of ideological and political education on you is positive or negative.	4.4	4.1
Does the school's ideological and educational education need to improve its influence on values?	1.3	2.9

It can be seen from the table that the influence of ideological and political education on values in the information environment is more positive and beneficial than the impact of non-information environment. The students in the information environment have a wider contact with ideological and political education, and the horizon is broader. The construction of its values has more comprehensive help. The enthusiasm of the ideological and political education of the two institutions in the information transmission, resources and contact surface performance is shown below (Figure 2):

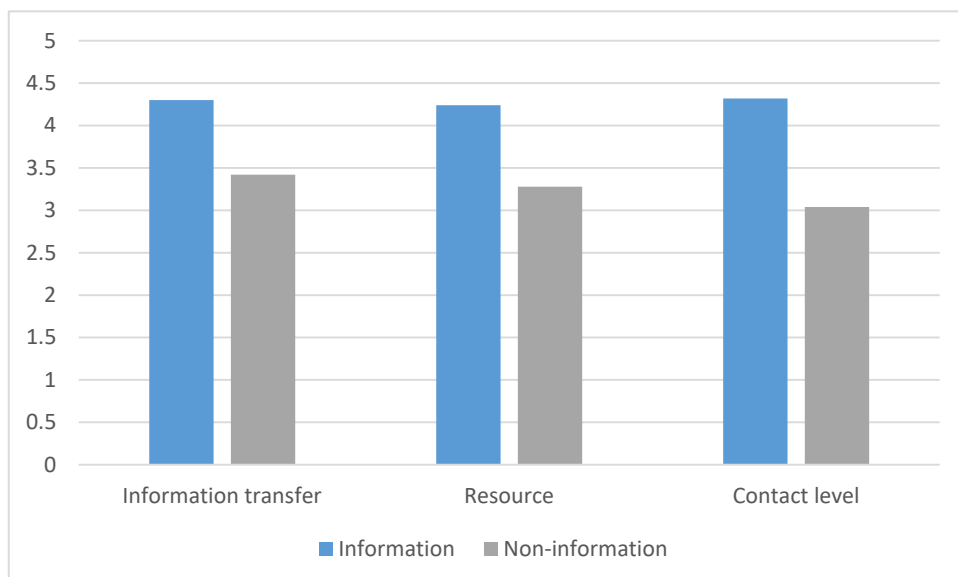


Figure 2. Comparison of the impact of ideological and political education

It can be seen from the figure that information has a certain positive effect on the influence of ideological and political education on values, especially on the contact surface, followed by resource development.

5. Conclusion

The influence of information on college students is in all aspects, especially learning, living, and entertainment. It is necessary to look at the ideological and political education of college students in a certain context. The results of such research will not be empty and meaningful. The study of the influence of ideological and political education on values in the information environment is of great significance and far-reaching significance for the development of ideological and political education in colleges and universities. We can only make full use of the various influences of the information environment on college students, and turn pessimistic into optimism, so that it can become a part of ideological and political education. In other words, it is to use the advantages of the information environment for the ideological and political education of college students.

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