

The Development and Challenges Faced by College Ideological and Political Education in the Internet Age

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Abstract: With the rapid development of information technology in the Internet age, the network has become ubiquitous, data has become ubiquitous, and knowledge is ubiquitous. This makes students' traditional learning methods encounter huge challenges. The channels and scope of people's education have become more and more extensive. The characteristics of time-space, openness and diversity of network information dissemination have caused college students to no longer be limited to a passive recipient, but to act as an independent self-media. While bringing unprecedented opportunities to education, it also brings new problems and challenges. This paper first analyzes the Internet and the ideological and political education in colleges and universities. In order to explore the innovative development path of ideological and political education in colleges and universities in the Internet period, and finally realize ideological and political education in colleges and universities, this paper puts forward an effective way for the development of ideological and political education in colleges and universities in the Internet age.

Keywords: Internet Age; Ideological and Political Education; Challenge; Development Path

Introductions

Technological advancement is an important driving force for the evolution of the times and the evolution of social forms. The advancement of network technology has profoundly changed and promoted the innovation and development of various fields in economic and social development, and it has also profoundly changed the living conditions and development methods of people. The rapid expansion of the Internet in China not only affects the traditional industries in social development, but also profoundly affects all aspects of ideological and political education in China's colleges and universities, such as the educational environment, educational methods, and educational processes. The ideological and political education in colleges and universities in the Internet era has achieved certain results, but there are also some problems. The ensuing information technology has been widely used^[1, 2]. The Internet has gradually penetrated into all aspects of social development, changing people's thinking methods and lifestyles, and college education is no exception. Among them, the ideological and political education of colleges and universities that has been developing continuously in recent years is the product of the integration of ideological and political education and Internet technology in traditional colleges and universities. The development of ideological and political education in China's colleges and universities has gone through a long process. We cannot ignore its positive effects, but its drawbacks cannot be ignored, including the solidification of educational thinking, rigid educational methods, simple and boring educational content, and a single educational approach. These problems have seriously affected the further development of ideological and political education in colleges and universities. Moreover, this makes our education for college students unnecessary to be constrained by the characteristic time and specific place, but through the Internet as a carrier anytime and anywhere.

I. An Overview of the Internet and Ideological and Political Education at Colleges and Universities

1.1 The Integration of Internet Age and College Ideological and Political Education

Combined with the current relevant research, the integration of Internet and ideological and

political education in colleges and universities means that in the process of ideological and political education, colleges and universities fully combine the actual situation of college students, and use the Internet information platform to implement planned and purposeful ideological and political education activities for college students. Therefore, the college students are guided to form correct political concepts and ideological and moral concepts, and finally these college students are trained to be qualified as “four-accomplished talents” in the new era in line with the needs of social development. All in all, to realize the ecological integration of the Internet and the ideological and political education of colleges and universities, and to promote the innovation and development of ideological and political education in colleges and universities in the Internet age, we must conform to the development trend of the new era of the Internet and its new features. That is to say, ideological and political education in colleges and universities needs to actively occupy the campus information platform of campus, improve the knowledge acquisition ability of college students' ideological and political education and the practical ability of educational activities^[3-5].

1.2 Characteristics of College Ideological and Political Education from the Perspective of Internet

The Internet is an important engine for accelerating the modernization and informationization of ideological and political education in colleges and universities. To conform to the new trend of the development of the times and realize the innovative development of ideological and political education in colleges and universities in the Internet age, we must master its main features in order to control its initiative. The concept is ecological. The openness, ecology and sharing of the Internet have profoundly affected the ideological and political education of colleges and universities. The integration and development of the two presents a new ecological feature; the method is modernized. The Internet era has broken the educational methods of “indoctrination” and “cramming”. The Internet information platform provides a vivid and flexible educational method and teaching method for college ideological and political education. The ideological and political education theory course becomes appealing and attractive through networked and modernized educational methods.

1.3 The Relationship between Internet and the Innovative Development of Ideological and Political Education in Colleges and Universities

The openness, sharing and uniqueness of the Internet affect the ideological and political education of colleges and universities and all aspects of college students. At the same time, ideological and political education in colleges and universities complements college students. The changes in ideological and political education in colleges and universities have changed the content and methods of college students' learning^[5, 6]. As the main audience of ideological and political education in colleges and universities, the development and changes of college students will also affect the ideological and political education in colleges and universities. Therefore, this paper analyzes the relationship between the integration of innovation and development. Therefore, only by deep understanding of the relationship between them, college ideological and political education can better realize the innovation and development of the Internet information platform.

II. The Challenges Faced by College Students' Ideological and Political Education in the Context of the Internet Era

2.1 Increased Difficulty in the Mode of Teaching Ideological and Political Education for College Students

The ideological and political theory course of college students in China is the main position and main channel used by colleges and universities to publicize Marxism-Leninism thoughts and related theories and strengthen the ideological and political education of college students. As a compulsory course for college students in China, its main purpose is to guide students to form a correct “three outlooks”, and to improve the ability of college students to correctly understand problems, analyze problems and solve problems to a certain extent. The ideological and political education class has

different teaching characteristics and teaching purposes than other professional courses. Its main purpose is to transform people's thoughts and solve people's problems. Therefore, the teaching effect of ideological and political education pays more attention to the effectiveness^[7-9].

2.2 Ideological and Political Education at Colleges Lacks Scientific and Perfect Evaluation System and Management System

At present, because the understanding of the orientation of the evaluation of ideological and political education in colleges and universities is not clear enough, the evaluation criteria of ideological and political education in many universities in China are still based on the previous “qualitative and quantitative”, and the scientific research results of teachers are their only quantitative evaluation criteria. This way of evaluating educators through both university management evaluation and student evaluation has led teachers to not really play the role and role of teaching evaluation in promoting teaching and improving teaching. This is a new requirement that cannot adapt to the ideological and political education of college students under the background of the Internet.

2.3 It is Difficult for Colleges and Universities to Supervise the Network Environment in the Context of the Internet

A good ideological and political education environment can better enhance its effectiveness. However, in the context of the Internet, the network environment is more complicated, which makes the environment of ideological and political education more complicated, more difficult to control, and the effect of ideological and political education of college students is greatly reduced. The lag of network management cannot meet the requirements of Internet development. Nowadays, the influence of the network on college students is intensifying. College students spend more time indulging in cyberspace. The impact of the network environment on college students is deeper and more important. A good and positive network environment can promote the physical and mental development of college students. On the contrary, it hinders the healthy development of college students' physical and mental health.

III. The Development Path Faced by College Ideological and Political Education in the Network Age

3.1 Creating a New Environment of “Internet + College Ideological and Political Education”

Nearly unlimited information resources in the Internet age can be found in the Internet information platform, and information about college students' thoughts and behaviors can also be found in the platform. This is a good way for college ideological and political education workers to understand the dynamics of the real thoughts and behaviors of college students, but the “yellow culture”, “black culture” and “color revolution” spread in the Internet information platform also give ideological politics to colleges and universities. Education has brought drawbacks^[10-12].

3.2 Optimization of Educational Theory Courses

In the Internet environment, we must establish a large ideological and political curriculum as well as innovate the theoretical curriculum of ideological and political effectiveness. We must also expand the platform to gather all kinds of talents. It is necessary to let big data track and test the lifelong effect of students' classroom education, so as to realize the same frequency resonance of ideological and political courses in colleges and universities nationwide. It is necessary to change the teaching methods in the past and to give students a broader space for thinking, so that the content of the classroom is diversified. From the national rural revitalization strategy to every corner of society, the classroom content can be extended to every corner of society with the help of the Internet. The universities and colleges will be united to jointly develop the digitization of ideological and political theory courses, and integrate the digital ideological and political theory courses with the “open-loop theory” to realize the “open-loop” perseverance of ideological and political theory courses.

3.3 Build a High-quality Ideological and Political Education Team

The Internet age requires that ideological and political educators have high quality and need to be able to communicate with students on an equal footing. They also have a keen sense of information, ability to respond quickly, ability to judge absorption, and ability to respond effectively. As the main body of the ideological and political education work, teachers play a vital role in the development of education. Ideological and political education workers should have a high level of network information quality, political quality, and professional quality. Under the background of the Internet, we can boldly innovate in the way of education, improve the attractiveness of class, and enhance the effect of ideological and political education^[13-15].

Conclusion

Currently, our country is experiencing a period of great turning point. The Internet age not only changes the way students live and learn, but also changes their thinking and value choices. With the advent of the Internet age, the characteristics of intercommunication, sharing and co-construction have brought new changes and opportunities for ideological and political education resources, carriers and the environment. These undoubtedly provide more methods and more educational means for the ideological and political education of college students.

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