

# Exploring the Innovation Path of Student Party Construction in Colleges and Universities under the Background of "Internet+"

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**Abstract:** Universities are an important place for cultivating high-quality skilled talents. In the background of the "Internet +" era, it has become a trend to make full use of Internet technology to promote the development of student party building work in universities. This study is based on the current situation of student party building in the background of "Internet +" era, combined with the current situation and dilemma of student party building work development, according to the results of the problem analysis to explore innovative ways, and study how to make better use of information technology to explore innovative ways in the background of "Internet +". The purpose is to provide ideas for solving the problems of student party building in colleges and universities, and to effectively promote the networking, informatization and modernization of student party building work.

**Keywords:** "Internet+"; student party building; path

## 1. Introduction

In the context of the "Internet+" era, it has become a trend to make full use of Internet technology to promote the development of student party building work in colleges and universities. Universities are an important place for training high-quality skilled talents and an important part of the country's higher education. Strengthening the application of "Internet +" technology in student party building work is of great significance to the development of schools and the construction of innovative grassroots party branches. Although universities have been trying to implement the "Internet + Party building" model, they have encountered many difficulties in the process of implementation.

This study is based on the current situation of student party building in the background of "Internet +" era, analyzing the problems in the work of "Internet + party building" and exploring innovative ways according to the results of the analysis, hoping to provide ideas for the solution of the problems of student party building in universities. This project is based on the example of Yunnan Open University. This project takes Yunnan Open University as an example, combining the current situation and dilemma of student party building work in Yunnan Open University and exploring innovative ways based on the results of problem analysis. The aim is to provide ideas for solving the problems of student party building in colleges and universities, and to effectively promote the networking, informatization and modernization of student party building work.

## 2. The necessity of integrating "Internet +" technology into the grass-roots party construction work of colleges and universities

### 2.1. The need of party building management for students in the new era

Students in the new era are relatively more self-reliant and live more freely, so the traditional party building work model can no longer meet their needs. For example, the complicated process of student membership and the filing of branch construction materials require a lot of manpower and time, and are prone to human errors [1]. "Internet +" is in line with the development of the times, providing more optimal and convenient services for the student party building work in universities. For example, with the construction and continuous improvement of the intelligent party building platform, the offline party building work and service work of grassroots branches are more standardized, process-oriented and digitalized, which effectively promotes the convenient management of party affairs and further

enhances the work efficiency.

### ***2.2. The need for innovative content and methods of party building work***

The With the widespread use of "Internet+" technology in party building, some high-quality online party building education resources have come into being. The use of various party building learning platforms, such as the Learning Power platform, not only breaks the geographical and time constraints of traditional collective party building work, but also strengthens fragmented time management, making it easy for people to carry out political theory learning anytime and anywhere[2]. Such learning platforms effectively integrate the party line and policies and social hot issues in the construction of resources and the setting of functions, further enhancing the participation of student party members, turning passivity into initiative in the process of sharing and interaction, and effectively building up the ideological and theoretical positions of student party members.

Secondly, the traditional party building work lacks relevance, interest and practicality and no longer corresponds to the characteristics and needs of modern students. With the development of new media technology, new media platforms such as party-building microblogs and WeChat public numbers have become communication channels between student party members and the party organization and between student party members, and can also further enrich the form of party-building activities.

### **3. The current situation and problems of student party building work in colleges and universities under the background of "Internet+"**

Yunnan The development of "Internet+" has brought new opportunities for party building work in colleges and universities, but has raised more challenges in terms of ideological security, party building work mode and party building team construction. Party building work with the help of the Internet has effectively improved the disadvantages of information dissemination and communication in traditional party building work, and at the same time enriched the construction of grass-roots organizations with the help of big data, catechism, micro-course, online museum and other forms, creating a smart party building environment. However, with the emergence of various new media and platforms, in the process of development, we have also found many problems that need to be solved and improved in order to keep pace with the times and better promote the party building work for students in universities.

#### ***3.1. The information age is affecting the values of student party members.***

Most The Internet is a double-edged sword. In the Internet age, many university students tend to indulge in the Internet environment and lack the consciousness to improve their moral quality and professional ability. The value decisions and judgments of university students are easily influenced, and the uneven content of the Internet affects the formation of a correct world view, outlook on life and values of university students[3].

Secondly, the current network environment and network information monitoring and management mechanisms in China are not perfect, and the cultural pluralism of the Internet age has had a major impact on the values of Student Party members. Because of the openness and convenience of the dissemination of network information, the dissemination of false and false information on the network will shake the ideal beliefs of some student party members once there are deviations in the leadership of network public opinion, which poses a serious challenge to the ideological security of universities.

#### ***3.2. Lack of management level of party workers***

To successfully embed the "Internet+" in the field of university student party building work, there are greater challenges for the construction of university student party building workforce. Party building work under the background of "Internet+" requires not only professional knowledge of party building but also the ability to apply information technology. At present, most of the managers of grassroots party building work in universities have only been trained in the use of the party platform system, but they have not been trained in new media technology, which makes them unable to flexibly use new media technology to carry out propaganda work and supervise public opinion.

Since most branch committee members of student branches in universities are appointed by tutors and party teachers at the same time, their daily work is complicated and there is no time to devote to

party building. There is also a lack of innovation in the use of new media technologies to carry out party building work. Daily delivery of notices and forwarding of learning materials mainly through WeChat groups is unattractive, leading the work of building student parties to become tedious. At the same time, due to the lack of monitoring mechanisms, it is not possible to check some comments on the Internet in a timely manner, which can seriously lead to the spread of unwanted information.

### ***3.3. The content and form of "Internet + Party building" is single***

The "Internet + Party building" refers to the integration of new technologies and methods brought by the development of the Internet in the process of party building in colleges and universities, and the integration of the advantages of the Internet in party building can further optimize the party building mode and the content of party building[4]. Although many grassroots organisations have gradually realised the importance of "Internet +" technology in party building work, there is a lack of theoretical research and practice on how to make full use of "Internet +" technology to build party branches. There is also a lack of in-depth research on the relative network party building carriers and network party building methods.

In the practice of "Internet+" technology application, grassroots party building often only uses the intelligent party building system to store and manage relevant electronic information, and carries out notices and online learning of political theory through WeChat groups and websites, but does not use Internet technology and new media to carry out more special construction.

### ***3.4. "Internet +" party building publicity a single way, lack of interaction***

The rapidly developing Internet technology enables students to obtain information in various fields anytime, anywhere, and the channels for obtaining information are constantly expanding. In the party-building process, many colleges and universities are following the old ways, mainly using platforms like WeChat group, Weibo, and Jitterbug to share relevant learning resources on political theory[5]. This has led to a certain discrepancy between the choice of Party building content and the background of the rapidly developing era; In the process of party building, the interaction between the school party building organization and students is not close due to the incomplete application of Internet technology; The choice of party building content lacks relevance and novelty, and there is an asymmetry between the party building content being taught and the information actively being assimilated by the students, making it difficult to achieve the desired impact of the activity. Today, self-media is evolving rapidly, and platforms with greater influence among university students, such as WeChat Public Number, Jieyin Short Videos, Weibo and Beeping are not fully utilized and non-interactive in the process of party-building propaganda.

## **4. "Innovative ways of "Internet + Party building**

In the process of party building, universities should keep pace with the times, make good use of information tools, highlight the ideological leadership, and consolidate the foundations of party building. Teachers should also raise their political status, regard the building of student parties and ideological and political education work as a major political task and a strategic soul-building project, and open a new situation of students' ideological and political work in the new era.

### ***4.1. Strengthen ideological education and network supervision to guide university students to establish correct values***

Through the development of a network platform, the coverage of the party building work can be better expanded and the attractiveness and topicality of the party building work can be further increased. This makes it an effective vehicle and an important platform for ideological and political education and the educational position of party members[6]. We should take full advantage of the Internet, actively build an efficient and fast information reception, dissemination and feedback system, timely analyze and grasp the ideological dynamics of students, and carry out targeted, diverse and attractive party building, ideological and political work and strive for , to establish an online position for training and teaching Party members of teachers and students in colleges and universities, and to help students understand current affairs, learn theories and receive education in learning and sharing.

At the same time, as internet resources are of different quality, we should actively guide students to

use the internet scientifically and safely, and stop publishing politically incorrect topics. To strengthen the supervision of the Internet, each university department can set up a team to collect and judge public opinion information, and strengthen the audit of the information released on the Internet and its own multimedia platform, so as to ensure the smooth development of the "Internet + Party building" work of the student party branches.

#### ***4.2. Strengthen the construction of "Internet+" party building workforce***

Student party building workers in higher education should constantly improve their own abilities and create a learning party branch. By constantly improving the theoretical research and practical experience of the party branch on "Internet +" party building, and on the basis of the existing working experience, actively learn the relevant network technology knowledge and improve the operation level of their own Internet management platform and propaganda platform, it is a necessary guarantee for the "Internet +" party building work of the university student party branch. This is a necessary guarantee for the development of the "Internet + Party building" work of university student party branches.

##### ***4.2.1. Raising the awareness of Party building***

Student Party construction workers in higher education should change their roles in a timely manner, be guided by a sense of equality, make full use of the Internet to understand the ideological situation and actual needs of university students, listen to students' opinions and suggestions, and seek the attention and Fully grasp students' concerns and actively respond to and solve the various problems they raise, so that the work of building student parties can be carried out in a more targeted manner, and thus the work of building student parties can be improved. This allows the work in building student parties to be more effective and relevant.

##### ***4.2.2. Enhanced training***

Universities need to focus on building quality party building work teams, with training in learning political theory, writing press releases, laying out WeChat tweets, and the ability to shoot short videos[7]. Regularly organize training and learning activities in various forms. In addition to the Teachers' Party members, promote the training and development of student network cadres, and among the Student Party members, particularly train new media executives to actively integrate into various new media platforms and actively guide public opinion.

#### ***4.3. Enriching the content and form of party building***

Facing the opportunities and challenges of the Internet era, how to adapt to the new situation and changes of the Internet era, to keep pace with the times, and to effectively improve the attractiveness and influence of the party building work has become a major issue to be solved by the party building workers in colleges and universities, which is also an exceptionally urgent task for the party building work of college students. "In addition to the use of party building website, party members' WeChat group, party members' QQ group and other ways to carry out learning, the party building work should also be enriched through content expansion, activity innovation, increase interaction and other methods. With the flexible and changeable technical support of the Internet, new ways are sought to inject new vitality into the implementation of the party building system.

##### ***4.3.1. Establishing a database to strengthen the management of party members***

In addition to routinely uploading electronic party building materials to the smart party building platform for party work management, we can also strengthen the building of a data platform. Through technical means such as data analysis and processing, we can achieve accurate analysis and effective understanding of party members' ideological dynamics. For example, by establishing a database in the process of party membership development, we can examine the performance of students in various aspects in a diverse and three-dimensional way, and truly understand the performance of party activists and potential party members.

Secondly, the use of big data technology, the integration, use and development of various party-building work platforms, monitoring enormous amounts of data and information to ensure that the activities of party branches and other data and information security to create a new build a model of coordinated development of student party building activities online and offline.

#### **4.3.2. Create a WeChat public website for branding**

The WeChat public platform will be opened to explain students relevant policy documents, disseminate current affairs and politics, the deeds of outstanding party members, professional knowledge, employment information, etc. so that students can learn about party construction without time and time limitations, create space, strengthen their ideals and convictions and take on the role of pioneer and role model for party members. Students are actively guided to think carefully in practice and to combine what they learn in school with practice, so that they can equip their minds with theory and connect.

Student party branches can also carry out relevant special activities according to the situation of their own branches, for example, relying on their professional strengths and constantly developing them, drawing on their experience in developing activities to create branch brand culture.

#### **4.3.3. Establishing an "online library"**

Through the establishment of the "Online Library", the branch further enriches the reading resources and widens the reading channels and space for university students. Through the development of online party building classroom, online micro-learning and other rich and colorful party building practical activities and three-dimensional education mode, the attractiveness and appeal of the party building work in universities is enhanced.

#### **4.4. Making full use of new media technology to provide multi-faceted publicity channels**

Students are the main group of party building in universities. So when we carry out the student branch Party building work, we must first understand the characteristics and needs of the main group and move with the times. The use of new means of communication is better aligned with the interests and needs of students, and therefore offers more opportunities to efficiently and conveniently promote the work of building student parties. New media includes all digital traditional media, online media, mobile media, digital television, digital newspapers and magazines, etc. It can help university party construction staff to break through the previous way of working, strengthen interaction with students before and to give students the understanding of party building content works more intuitively[8]. For example, strengthen the propaganda role of platforms such as Jitterbug short videos, microblogs and bleeps to expand the influence of the work of student branches of the party.

### **5. Conclusion**

The era of "Internet+" has brought new opportunities as well as challenges to the development of student party building work in colleges and universities. How to make full use of the "Internet+" technology has become one of the key topics of attention in the student party construction work in colleges and universities at this stage. We can put forward suggestions and measures in terms of strengthening ideological education and network supervision, guiding university students to establish correct values, strengthening the construction of "Internet+" party building workers, enriching the content and form of party building, and making full use of new media technology to provide multi-faceted publicity channels. Combining theoretical learning and personal needs, the programme will strengthen the education of ideals and beliefs among students and contribute to the overall improvement of the party building work of students in universities.

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