

Innovative Development Approaches of Ideological and Political Education in Colleges and Universities under the Internet Background

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Abstract: *Influenced by the development of the Internet, ideological and political education in colleges and universities has been carried out, showing a diversified development model. In ideological and political education activities, teachers should consider the path of educational reform and development that combines ideological and political education with the Internet, and form special teaching courses. This article discusses the innovative development path of ideological and political education in colleges and universities in combination with the development model of the Internet. It also hopes to improve the teaching efficiency and quality of their own education and achieve the comprehensive education goal of cultivating morality and talents.*

Keywords: *Internet background, Colleges and Universities, Ideological and Political Education, Innovation-Driven Development*

1. Introduction

Ideological and political classroom teaching has been affected by Internet technology. The development of the Internet has brought opportunities and challenges to ideological and political education. As a teaching worker, we should seize the teaching opportunity of the development of the times, actively respond to the existing teaching challenges, innovate the educational model of ideological and political education, and further reflect the important role and value of ideological and political education courses in college students' teaching activities. As the ideological and political education activities are affected by the Internet technology, more and more information spreads faster, the data collection method is faster, which more comprehensively drives the reform and innovation of ideological and political education, and better implements the practical work of their own education, which requires continuous analysis and integration of teaching workers.

2. The influence of Internet on ideological and political education in colleges and universities

In the context of the Internet, ideological and political education in colleges and universities is facing new challenges and opportunities for development. Due to the in-depth development of network technology, more and more teaching activities are inseparable from the Internet. Although college students have a certain sense of independent thinking, students at this stage are vulnerable to the influence of network public opinion, which leads to many problems in their own thoughts. Strengthening the ideological and political education needs to help students form a correct outlook on life values, and help students find their own values in life struggle at this stage of rapid growth of thinking. The development mode of the Internet has impacted the traditional ideological and political education mode, which mainly conducts students' ideological education in the form of conversation. This mode can realize the targeted guidance of teachers to individual students, launch a rich discussion around a certain topic, and guide students to have a systematic cognition of the educational content of ideology.[1]

However, with the development of Internet technology and the emergence of a large amount of information, some teachers do not know where the direction of self reform is and what the focus of ideological and political education is, which leads to the unsatisfactory effect of classroom teaching. Moreover, in the network era, every student has his or her own smart phone, and can look up and browse all kinds of information on the network at any time and anywhere. Many students will choose to go back to their dorms to play games, lacking the motivation to learn and the spirit of struggle. These are the negative effects of the development of the network on students. In addition, some public opinion events

on the Internet, some bad comments, and some dark people use the Internet as their outlet and spread some negative words, which may affect college students' thoughts. College students' ideology is still in a mature stage of development. If they are exposed to bad information too early and their own judgment ability is insufficient, many extreme situations may occur, which will affect the development of ideological and political education in colleges and universities.

3. Problems in ideological and political education under the Internet background

3.1. Lack of sound management system

In the process of ideological and political education in colleges and universities. It is found that under the influence of the development of network technology, some teachers do not realize the challenges and pressures faced by their own education work from the perspective of ideology, and lack a perfect management system, resulting in private education still staying in place, which does not meet the current social development needs [2]. A sound management system for ideological and political education has not been established. Although some teachers have realized the need to combine ideological and political education work with Internet teaching resources to further implement and develop ideological and political education work through Internet resources, they lack a sound management system in the actual teaching work, apart from building the surface work related to Internet ideological and political education. After constructing the teaching platform, there is a lack of resource introduction and integration. Without a perfect management system, teachers do not know from which angles to further implement ideological and political education. The content of ideological and political education on the Internet is like a fictitious platform, which does not play its role.

3.2. Lack of ideological understanding

To carry out the ideological and political education in colleges and universities, if we want to combine the Internet technology, we should improve the ideological cognition of students and teachers. However, from the current point of view, it is found that the ideological and political education using network technology is still at a basic stage of development, and some teachers or students have insufficient ideological understanding. When carrying out ideological and political education, teachers did not pay much attention to the combination of Internet technology and ideological and political education. In addition to traditional teaching methods, some educators did not make full use of students' spare time to carry out ideological education through the network technology platform. Moreover, many online ideological and political integration models still remain on the surface, which may be carried out by watching videos, pictures and other traditional forms of ideological and political education. These superficial ideological and political teaching activities cannot guide students in many aspects of thinking, and do not play a substantive role in online ideological and political education.

3.3. Students' initiative in ideological and political learning is not high

In the traditional ideological and political teaching activities, more teachers may choose to communicate or talk with students face to face, and guide students to form correct ideas and values of life with more targeted teaching methods. However, in the process of the development of network technology, because teachers do not master the effective connection between network technology and ideological and political education, the teaching method may lead to the problem of students' lack of initiative in ideological and political learning, lack of long-term penetration, and gradually let students produce a certain resistance psychology. The students' learning initiative is not high, and the effect of ideological and political education is not ideal. Moreover, in the process of the development of network technology, more and more new media have gradually developed, including today's common microblogging, dithering, WeChat, etc[3]. These media platforms have spread a variety of information to students, and more college students are willing to browse more negative information on these platforms, which will cause students to have ideological problems, and will have a psychological resistance to college ideological and political learning. Of course, the rise of these media platforms also brings new development opportunities to teachers' teaching work. In order to mobilize students' enthusiasm in ideological education, teachers can use the media platforms that students love to publicize and educate.

4. Innovative development approaches of ideological and political education in colleges and universities under the Internet Background

4.1. Giving prominence to the dominant position of students

In order to better implement ideological and political education, we must abandon the incorrect values instilled in students in the name of "value neutrality", "freedom of thought", etc. The ideological and political work in colleges and universities should be infected, persuaded and moved by the truth. The ideological and political education in universities under the network environment should try to emphasize the subjectivity of students and advocate the teaching idea of "people-oriented". In the ideological and political education of universities, on the one hand, we should maintain the advantages of traditional teaching methods, on the other hand, we should make full use of the network open classroom, make full use of the network interaction, mobility and other advantages, and provide students with the "offline+online" teaching mode, so as to achieve the teaching purpose of learning and living resources synchronization, class isomorphism, and teacher-student communication. Under the Internet environment, ideological and political education in colleges and universities should dare to innovate boldly, dare to meet challenges, strive to create a network position that is not only suitable for college students' personality, but also educational, and correctly guide the hot spots and hot issues under the new situation, so as to better play the role of ideological and political education. At the same time, the teachers of ideological and political education can also realize the breakthrough of ideological and political teaching in time and space in the form of online open classroom, laying a solid foundation for the smooth implementation of ideological and political teaching. We should organically combine network technology with ideological and political education, reform and innovate traditional teaching methods, which can not only improve students' interest in learning, but also improve their outlook on life, world outlook and values.

4.2. Choosing a variety of teaching contents

In the current ideological and political education in universities, some teachers overemphasize textbook knowledge as the only standard for students, ignoring the knowledge background, resulting in unsatisfactory classroom teaching. With the rapid development of network technology, college ideological and political teachers can enrich and optimize the teaching content through the network, which can not only effectively mobilize students' enthusiasm for learning, but also promote the quality of classroom teaching. For example, in the course of "Knowledge About Deng Xiaoping Theory", teachers can learn about and learn relevant knowledge through the network, so as to improve the knowledge base of students. On this basis, teachers can apply these knowledge to classroom teaching, which can not only improve students' interest in learning, but also enable them to better understand and master this knowledge. Teachers provide students with non textbook knowledge through the network platform, so as to enrich the teaching content of ideological and political courses in universities. At the same time, teachers should strengthen communication with students, so as to improve the quality of ideological and political teaching.

4.3. Establishing network teaching management mechanism

In the network ideological and political work in colleges and universities, a sound management system must be established in order to make the network ideological and political work orderly and effectively improve the ideological and moral character of college students. Specifically, the school can set up an "online ideological and political APP" or "WeChat official account" to publish "ideological" education content every day. On this basis, teachers can also use pictures and words to ask students to punch in their public accounts or APP. Each time they punch in, they can get a star coin. When the star coins accumulate to a certain extent, they can get an additional reward. If they miss one time, they will be deducted a star coin. A series of methods are used to stimulate college students to read online ideological and political education, so as to combine online education with ideological and political education.

4.4. Establish a platform to ensure the application

All education work is people-centered, teaching activities must be on human development as the center, only the correct understanding of the main body of education service, in order to make the harmonious development of students and the class. In the network environment, teachers must create a

good learning environment in the class in order to better promote the education work. Teachers can upload their learning materials to the Internet through mature platforms such as Dingding and WeChat, so that students can read them freely on the platform. Starting from serving the learning needs of students, students can obtain better knowledge and experience in the learning process, so as to enhance their learning ability and awareness.

Give full play to the role of wechat public account, expand the connotation of university moral education, and build a platform for social influence. College teachers should integrate network technology into classroom teaching, expand the content of moral education through wechat public account, and build an influential network platform, so as to promote the innovation of ideological and political education. The practical situation of students is a problem that teachers should focus on studying and discussing. College students rarely spend their time in class, and more often, students prefer to spend their time studying what they like. Wechat is the most popular social network for college students at present, and combining it with wechat can undoubtedly improve its learning effect. Ideological and political teachers can choose their own learning methods according to their own preferences, and integrate their ideological and political consciousness into their own learning, and then use the students' own way to integrate their ideas into their own learning.

4.5. Set up a network management system

In the network ideological and political work in colleges and universities, the counselors must have a set of online management system in the process of implementing the "network ideological and political work". In order to make the online ideological and political work to do an orderly way, so that the ideological and moral character of college students has been effectively promoted, we must establish a sound management system. Only by establishing the corresponding management system can students really play the role of "thinking and politics" by browsing the relevant network ideas and ideas in their daily online activities.

Specifically, counselors can set up an "online ideological and political APP", or a "wechat official account", to publish "ideological policies" every day. In addition, on this basis, counselors can also use the form of pictures and text to let students punch in on their public account or APP, each time you can get a star coin, when the star coin is accumulated to a certain extent, you can get an extra bonus, and miss once, a star coin will be deducted. With a series of methods to stimulate college students to read the online ideology and politics, so that they can realize and play its important function on the Internet.

5. Conclusion

To sum up, the development of network technology has brought new challenges and opportunities to ideological and political education. In the ideological and political teaching, teachers should focus on analyzing the current network ideological and political combination teaching mode, mobilize students' enthusiasm for learning, adopt various teaching methods, enrich students' ideological cognition, and maximize the innovative value of "network+ideological and political" teaching.

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