

How to Optimize Ideological and Political Education in Universities from the Perspective of Internet

Suwei Yang

China Jiliang University 310000 Hangzhou Zhejiang China

Abstract: The rapid development of Internet has brought unprecedented opportunities and challenges to ideological and political education in colleges and universities. In the new era, only by actively mastering the application skills of Internet technology and strengthening the innovation of ideological and political education mode can we better cultivate college students' political quality, professional quality and ideological and moral sentiment, and create a new situation of ideological and political education in colleges and universities. In accordance with the development trend of The Times, based on the perspective of the Internet, this paper analyzes the status quo of ideological and political education in colleges and universities, puts forward effective optimization path, and better promotes the smooth progress of ideological and political education reform in colleges and universities.

Keywords: Internet perspective ideological and political education in colleges; Path analysis and optimization

1. Introduction

The age of the Internet, all kinds of education concepts and teaching methods emerge in endlessly, as an important core content in the education system in colleges and universities, ideological education should not only meet the needs of students the basic requirement of the ideological and political knowledge transmission, but also meet the demands of Internet technology, accordingly, teachers need to update to the basic idea of political education education actively, continuously improve the level of education, pay attention to the ideological guidance, To avoid losing control of ideological and political education ^[1], it is necessary to make further innovations in teaching content and communication forms, propose optimization paths according to existing practical problems, and improve the adaptability and operability of ideological and political education to modern network.

2. Status quo of ideological and political education in colleges and universities from the perspective of Internet

At present, ideological and political education in colleges and universities actively introduce the Internet teaching mode, through online and offline interaction, effectively improve the efficiency of ideological and political education, effectively achieve the integration of traditional education and Internet, and better play the superiority of modern technology. However, ideological and political education carried out by some universities lacks practicality, and traditional methods are still adopted in classroom teaching. Students are more passive and less active, which affects the effectiveness of ideological and political education ^[2].

2.1 Lack of innovation in ideological and political teaching

The Internet age, information exchange to promote information sharing, ideological education with the help of a network to realize the information of remote communication and remote online learning, but in the actual teaching, some universities have no better play to the advantages of the Internet carrier, lack of innovation education method, teaching content and vivid enough, can not contact the theory and practice closely, failed to touch the focus of social reality, As a result, some students are passive in class and not enthusiastic about learning.

2.2 Impact of diversified educational concepts

In the Internet era, students are more active in the process of discovering problems and accepting new things, and there are more choices for students to accept ideological and political education. However, the actual survey found that some students did not realize the importance of online learning, did not apply the Internet and modern technology enough, could not actively learn ideological and political knowledge, their own ability to accept new knowledge and new technology is not high, at the same time, affected by the impact of information diversification, ideals and beliefs are not firm.

2.3 Poor ability of information discrimination

In the Internet era, the access point of information is very low. In front of the massive amount of online information, students do not know how to choose, including some bad information, such as violence, pornography, murder and so on. These contents will cause different degrees of harm to students' physical and mental health. Due to the weak discrimination ability of students to network information, they can not correctly choose high-quality network information, and suffer from the situation of unclear learning objectives and weak legal awareness.

3. Development trend of ideological and political education in colleges and universities from the perspective of Internet

In the Internet era, the dissemination of information has the characteristics of immediacy, bidirectional, diversity and universality, which puts forward higher requirements on the content and form of ideological and political education teaching in colleges and universities. It has become the general trend to strengthen ideological and political education by rational use of campus network.

(1) Wide dissemination of information. In today's era, the Internet has connected the whole world as a whole, broadened the channels and expanded the scope of information dissemination. The spread of globalization is conducive to the cultivation of independent thinking ability of college students, who have their own unique analysis and judgment of domestic and international development forms. Meanwhile, it has also injected new vitality into ideological and political education in colleges and universities.

(2) Information sharing. Internet has broken the boundaries between disciplines, is advantageous to the education resource sharing and information transmission, promote the reform of college education education[3], main show is in university ideological education into the Internet in mind, enables the student to a better understanding of education, the subject to stimulate students' interest in learning, to improve the quality of ideological and political theory teaching.

(3) Information Diversity. Nowadays, people can look up all kinds of information on the Internet at any time. Some information insists on promoting socialist core values and spreading positive energy, while some information runs counter to the ideological and political content of colleges and universities. Therefore, contemporary college students need to develop a pair of "smart eyes" to distinguish the true and false information on the Internet. In addition, the diversity of information brought by the Internet is conducive to broaden the horizons of college students.

4. Optimization analysis of ideological and political education path in universities from the perspective of Internet

The development of the Internet has changed people's way of work and life, but also broken the traditional ideological and political education and teaching mode. To innovate ideological and political education and teaching in colleges and universities with the help of Internet platform is the inevitable result of educational reform and innovation in the new era, and also an important embodiment of education advancing with The Times.

4.1 Build a campus network ideological and political platform

With the help of we-media tools such as wechat and APP, campus network platforms are built to realize information sharing, strengthen positive guidance, and improve students' judgment and choice of online information. At the same time, to provide students with a more comfortable and healthy network learning environment, promote college students to ideological and political education information active learning awareness. For example, ideological and political education content can be published on the Internet, the development history of colleges and universities can be displayed, and good people can be publicized.

4.2 Innovating ideological and political teaching mode in colleges and universities

The traditional ideological and political education in colleges and universities takes "teachers as the main body and textbooks as the main line", only focuses on the indoctrination of theoretical knowledge, ignoring the actual needs of students, and the educational effect is not optimistic. Ideological and political education in the network era requires that students can easily accept it, combine theory with practice, innovate teaching forms, enhance teaching interaction, strengthen information exchange, improve the effectiveness of ideological and political education, and establish a characteristic ideological and political education system in colleges and universities.

4.3 Improve the assessment system of ideological and political education

Performance evaluation is a main content of ideological and political education in colleges and universities. Introducing network evaluation into the evaluation system of ideological and political education effect will help reflect the actual situation of college students' mastering of ideological and political education content more objectively and fairly, and improve the creative ability and practical ability of teachers and students in colleges and universities. Colleges and universities can encourage students to use the Internet to complete the performance assessment tasks assigned by the school. For example, in the link of performance assessment, self-evaluation and mutual evaluation are combined, which not only reflects the scientific and fair evaluation results, but also facilitates the timely recording of relevant data.

5. Conclusion

The rapid development of Internet has brought unprecedented challenges and opportunities to ideological and political education in colleges and universities. Colleges and universities have to fully understand the importance of ideological and political education, based on practical problems, take corresponding measures, actively innovate the ideological and political education mode, and establish a new concept of ideological and political education. Constructing campus ideological and political network platform to strengthen information circulation; Perfecting the assessment system of ideological and political education and strengthening the effect of ideological and political education in colleges and universities can promote the reform and innovation of ideological and political education in colleges and universities, so as to truly improve the quality of ideological and political education.

References:

- [1]Wu Wenwen. Research on the improvement path of ideological and political education in universities from the perspective of Internet [J]. *Taxation*, 2017(36):26.
- [1]Zhu Y Q. The influence of "Internet plus" on ideological and political education in colleges and universities and countermeasures [J]. *Journal of Huainan Polytechnic*, 2015(6):23-26.
- [3]Li T, Qi G T. Research on the innovative path of ideological and political education in universities under the Network Environment [J]. *Forum of Association for Science and Technology*, 2011(5):175-176.