

# Research on the Effectiveness of Ideological and Political Education of College Students in the Internet Age

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**Keywords:** Internet Age, College Students, Ideological and Political Education.

**Abstract:** In the past two years, with the rapid development of information technology, people have stepped into the Internet era. The platform and software under the Internet have obviously become an important tool for college students to communicate and transmit information, which to varying degrees affects the change of students' behavior habits and psychological state. Ideological and political education in Colleges and universities is facing both challenges and opportunities for innovation. Therefore, colleges and universities should be good at seizing opportunities, integrating new educational ideas into Ideological and political education, expanding diversified educational approaches, and improving teaching efficiency and quality.

## 1. Introduction

Under the background of the Internet age, the ideas and values of college students are more diversified. The ideological and political education in Colleges and universities needs to shoulder the important task of fostering students' Ideological and moral cultivation and basic quality. We should not only observe the development and change of college students in the Internet environment, but also actively use the Internet + ideological and political mode to coordinate the balance between the subject, object, carrier and environment of the education, give full play to the function of network education, and make the Internet a university student. The important carrier of Ideological and political education.

## 2. Remarkable Characteristics of College Students in the Internet Age

In the era of Internet, the speed of information dissemination is obviously accelerated, and the scope of dissemination is also more extensive, which brings great convenience to college students' daily study and life. Students can access mobile devices anytime and anywhere by connecting to the Internet with mobile phones, iPads and other mobile devices. According to the survey of relevant data, students are the largest group of Internet users. As shown in Figure 1.



Figure 1 Development of CNNIC's Internet in China

The open Internet environment enables students to use it to expand their horizons, understand current affairs hotspots without time and space constraints, or relax their mood, watch videos with software, communicate with friends, etc.

Although college students have reached adulthood, they are not yet mentally and ideologically sound. In the Internet age, the information presents an explosive spread. In this environment, students are faced with a lot of information, which will inevitably be interfered by some bad information, showing a different trend in the value concept. At the same time, some more advanced entertainment and leisure ways on the Internet are also easy to make college students indulge in it, affecting the normal academic and psychological state, leading to students Lost the fight. In the Internet age, the characteristics of the large number of college students, the diversification of ideas, the poor self-control, and the characteristics of the development of the network itself inevitably require college students to enhance the effectiveness of the ideological and political education content of the network. Network ideological and political education is a new practical form and education mode that the traditional education develops to a certain stage and integrates with the Internet technology. To promote network education is necessary to strengthen the party's overall leadership of propaganda and ideological work, implement the basic task of moral education and strengthen the effectiveness of ideological education.

### **3. Explore the Way of "Internet + Ideological and Political Education"**

#### **3.1. Renew Ideas and Improve Information Literacy**

In the new environment of the Internet era, the responsibilities of teachers have changed a little, and they need to shoulder many important tasks, such as education, management, guidance, and service for students. In Colleges and universities, every student comes from different areas, has different family environment, growth experience, natural ideas and behavior habits will be slightly different, which requires close attention to students, seize the key education opportunity to guide students' thinking. Therefore, as a researcher, teachers should take the initiative to meet the challenges, learn the knowledge of new media modestly, pay close attention to the similarities and differences between new media and traditional working methods, actively participate in learning and training activities, communicate with each other among colleagues, grasp the skills they use, improve their information literacy, and further combine the online and offline education management work to form a united front and widely To collect favorable information data, take the initiative to pay attention to students' information feedback, and improve the network ideological and political education mode in the Internet era.

#### **3.2. Strengthen Media Management and Guide Students Correctly**

With the development of new media under the Internet, college students have become the main users and promoters of wechat, QQ, website and other platforms. With the increasing number of college students and the needs of education and teaching, technical developers have rapidly launched "blog", "college students online", "post bar, forum and other websites", "wechat public platform" and other online ideological and political education platforms, as shown in Figure 2. So that teachers can use the powerful technical functions of new media platform to assist the development of innovative management.

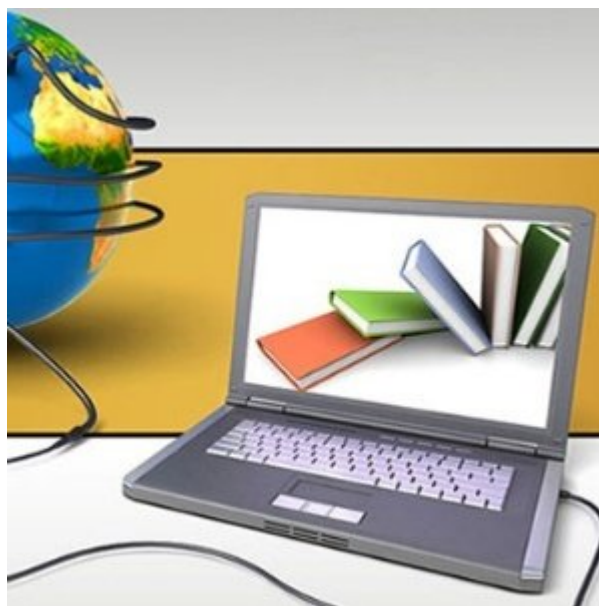


Figure 2 Network ideological and political education platform

Using the platform to carry out management and service is not only about novelty, but also to be suitable for the actual situation of students. As an old man with rich experience in life and education, teachers should turn passivity into initiative in Ideological and political education, pay close attention to the commonly used network platform or social application software of students, and learn about students' interests and hobbies by focusing on students' browsing dynamics and active communication. And to find the ideological problems, which is more beneficial to help students to solve problems in a proper way. For example: after paying close attention to students' interests, the author found that students are generally interested in interesting comics. Combined with this feature, we can search cute characters on the Internet platform, write situational dialogue for them, and finally publish it on wechat public platform. Students can read and browse in their spare time, get intuitive visual experience, and move silently Benefit from it.

### **3.3. Perfect the Content System and Grasp the Direction of Public Opinion**

Nowadays, due to the better material conditions, the thoughts of college students are relatively current, and they are full of individuality in their ideas and behavior. Therefore, the content of College Students' Ideological and political education on the Internet should not only meet the requirements of the society and the class, but also be ideological in content, which is closely related to students' actual study and life. In order to enhance the coverage of education, teachers can combine students' interests, basic national conditions education, legal content, situation and policy education and other education contents, and use the new media platform to create special topics to help students establish correct political positions, principles and directions. For example, modules such as "Gongqing micro course", "in-depth analysis" and "interesting talk", as shown in Figure 3, each module has different main content push directions, and regularly updates and pushes on the platform, so as to realize the coverage of students' study and life, ideological and moral education, rule of law education and other fields, and meet the diverse needs of students.



Figure 3 Ideological and political education

In terms of topic selection and editing, teachers can combine practical cases to find points close to students' lives, skillfully popularize good learning methods and efficient problem-solving methods to students, lead students to pay more attention to news and information, legal provisions, national policies, etc., so that students can get a lot of knowledge from daily reading and browsing, and establish a credibility Heart, dare to face up to the problems in learning and life, know how to think in a new way, actively use the limited resources around and seek help from others, cooperation and other ways to solve problems, and gradually get a qualitative leap in thinking.

While focusing on real-time information, teachers should work together to analyze and judge the public opinion of new media. For example, on the microblog platform, some hot topics will be updated at all times. Teachers should pay special attention to the events that are highly focused and easy to cause crisis in the society, take measures to deal with them, and carry out education for students in a timely manner. In particular, combined with students' psychological problems, necessary psychological guidance, online psychological consultation, psychological training, etc. can be made use of the message function of the new media platform to strengthen communication and interaction with students and give students correct guidance in various fields. Or regularly organize students to participate in lectures on network security awareness, strengthen students' resistance to bad information, standardize students' network communication behavior, and strive to create a healthy campus living environment for students.

### 3.4. Innovate Management Mode and Carry Out Management Carefully

With the continuous development of science and technology, new media technology is becoming more and more powerful. Teachers can use powerful software functions to achieve data collection, data sharing, data analysis and information storage, etc., integrate the information of students on the road of growth, create a micro database, establish an electronic growth file for each grade of students, and provide valuable information for later management. Reference materials make the political education of college students more targeted. They should not only teach college students to recognize the difference between the real society and the virtual existence of the network, but also teach college students to be able to distinguish truth, goodness and beauty in the Internet environment, so as to realize and develop themselves better. For example, according to the development needs of college students in different ages, it is found that junior and senior students generally pay special attention to employment, postgraduate entrance examination and other development issues. Based on their own experience, this teacher can select some useful materials for students through the Internet platform, and present them in the form of both pictures and texts by using PPT, and present micro classroom for students on the E-Class platform, and teachers learn from them. Students will introduce some practical experience in writing resumes and interviewing.

This kind of micro classroom is very close to students' life, and it is a type that students like to see and hear. At the same time, it can help students improve their comprehensive quality and ability, and stand on the real society as soon as possible.

#### **4. Conclusion**

All in all, the vigorous development of various technologies in the Internet era has made Internet technology an advanced tool, and its powerful advantages have provided many conveniences for the study and life of college students. Therefore, in the era of Internet, colleges and universities should take ideological and political education as the top priority of education work, and carry out innovation and reform of education concept and education mode according to the actual situation of students, so as to improve the effectiveness of Ideological and political education work.

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