

Reform and innovation of ideological and political education in colleges and universities in the new media era

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Abstract: The fundamental goal of ideological and political education is to actively guide students to establish correct values, and the arrival of the new media era has brought new challenges and opportunities to traditional ideological and political education in colleges and universities. The rapid development of big data, artificial intelligence and digital technology has injected more vitality into new media, and also provided more ideas for the innovation of ideological and political education in colleges and universities. The reform and innovation of ideological and political education in colleges and universities are still urgent. Based on this, this paper starts with the current situation and problems of ideological and political education in colleges and universities under the new media era, focusing on how to promote educational reform and innovation.

In the era of new media, the emergence and development of technologies such as the Internet, big data, artificial intelligence and cloud computing have not only changed the living habits and behavior habits of contemporary people, but also had a great impact on the teaching methods of traditional education. The educational concept, educational means and educational model are undergoing subtle changes, and the situation of great reform and development of education has already taken shape. Facing the multiple influences of the new media era, ideological and political education in colleges and universities must be adjusted, reformed and innovated in a timely manner. Ideological and political education in colleges and universities is a special ideological education activity. In the era of new media, the integration of big data, artificial intelligence and other technologies with ideological and political education is an inevitable choice to promote the high-quality development of ideological and political education in Xinshida colleges and universities, and it is also an adjustment that must be made to realize the modernization of education. Therefore, in the context of the rapid development of new media, colleges and universities should combine the current situation and deficiencies of ideological and political education, accelerate the reform and innovation of education and teaching, and improve the effectiveness of education through the digital transformation of ideological and political education[1-2].

1. Current situation and problems of ideological and political education in colleges and universities in the new media era

1.1. Development status

With the rapid development of big data, artificial intelligence, digitization and other technologies, the new media based on these technologies has gradually become a brand new carrier of information transmission, and is profoundly affecting the living habits, learning methods and thinking patterns of contemporary people. Ideological and political education in colleges and universities is also facing unprecedented opportunities for development and challenges of The Times[3].

First of all, in the face of the multiple influences of the new media era, the content of ideological and political education in colleges and universities should be gradually expanded and enriched. Especially with the support of the network new media platform, ideological and political education is increasingly closely related to the real society, and the timeliness of ideological and political teaching at the customer level in colleges and universities has been improved.

Secondly, the development of mobile terminal technology and the wide application of social software such as wechat provide technical support for ideological and political teachers to carry out online and offline integrated teaching. For example, interactive teaching developed by wechat public account and short video platform further enhances the enthusiasm of college students to participate in ideological and political courses[4].

Moreover, the teaching integration of wechat, short video and other platforms has greatly improved the enthusiasm of students to participate in course teaching, and the learning efficiency of ideological and political courses has been significantly improved. At the same time, in the era of new media, education departments and universities can grasp the development law of The Times in a timely manner and adjust curriculum education strategies in a timely manner, which is conducive to creating a more targeted ideological and political education model to a large extent[5].

1.2. Existing Problems

In the era of new media, the integration of big data, artificial intelligence and digital technology will not only improve the teaching quality, but also bring many problems to the traditional ideological and political course teaching.

First of all, there is an obvious regional imbalance in the distribution of educational resources in colleges and universities. For example, some colleges and universities in the central and western regions are obviously insufficient in the field of technological innovation in ideological and political education, and the application of technical equipment restricts the improvement of the quality of ideological and political education. Ideological and political education resources are relatively simple in content, lack of targeted teaching, and relatively limited in social and contemporary ideological and political education. The utilization rate of educational resources of ideological and political courses is not high, and the sharing of teaching resources needs to be improved.

Secondly, the reform and innovation of ideological and political education cannot be separated from the support of teachers, which is also an important area restricting the innovation and development of ideological and political education. Some ideological and political teachers lack innovative ideas, especially the limited application ability of big data and digital technology, which can not well adapt to the ideological and political teaching needs of the new media era;

Moreover, in the era of new media, the guidance of network public opinion is limited, and the guidance of network public opinion is not ideal, and ideological and political teaching cannot be used to correct students' wrong ideas.

2. Innovative path of ideological and political education in colleges and universities in the new media era

2.1. Build a unified ideological and political education information platform

In view of the imbalance in the distribution of educational resources of ideological and political courses in colleges and universities, it is necessary to combine the technological advantages of the new media era to actively build a unified ideological and political education information platform, actively promote the sharing of ideological and political education information, and realize the interaction between teachers and students.

On the one hand, colleges and universities should combine the requirements of ideological and political education, start from the essential requirements of moral education, actively build an information technology platform for university ideological and political education, and actively integrate high-quality ideological and political education resources inside and outside the school. Provide teachers with richer and more authoritative ideological and political teaching resources, provide students with more comprehensive course cases, and promote the communication and information sharing between teachers and students in ideological and political courses through a unified educational information platform.

On the other hand, colleges and universities have natural advantages in ideological guidance and educational guidance, so they must give full play to their own advantages in education, strengthen cooperation with regional colleges and universities, government education departments, scientific research institutions and other aspects to achieve regional sharing of education and teaching resources. At the same time, colleges and universities should actively cooperate with education departments and other colleges and universities to integrate all kinds of ideological and political education and teaching resources, including text, audio and video, pictures, etc., collect and organize these resources, classify and integrate them with big data analysis technology, and provide more convenient teaching resource inquiry services for ideological and political teachers and college students.

Of course, the ideological and political education information platform is not only the integration of resources, but also the interaction between teachers and students. According to the diversified needs of teachers and students in ideological and political education teaching, information and other aspects, the interactive communication module is built, and the ideological exchange and interaction are strengthened with the help of the network information platform.

2.2. We should be good at innovating ideological and political education models with the help of big data and artificial intelligence technology

Under the background of the new media era, the development of big data, artificial intelligence and digital technology not only impacts the traditional ideological and political education model, but also provides technical support for the innovation and development of online ideological and political education and teaching. Therefore, the innovation of ideological and political education in colleges and universities should be good at using big data, artificial intelligence and digital technology to create a more experiential and situational three-dimensional classroom. As shown in Figure 1:

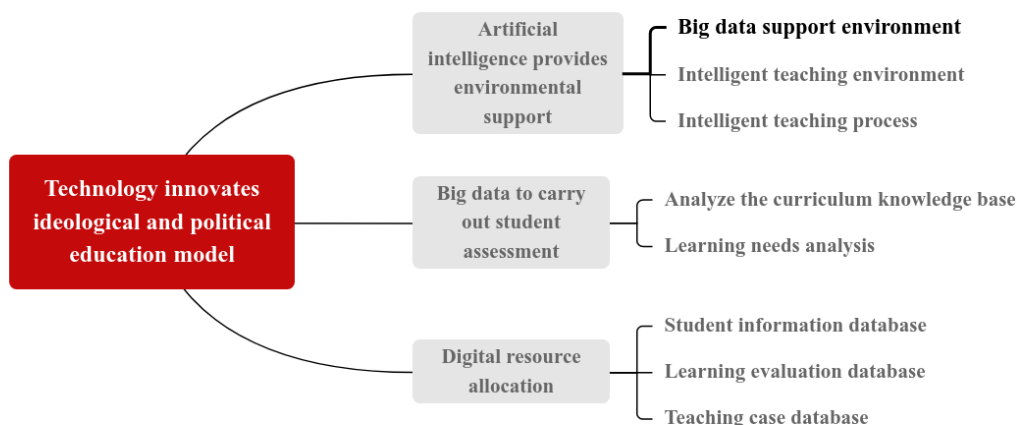


Figure 1: Application of big data, artificial intelligence and digital technology in ideological and political teaching

2.2.1. Application of artificial intelligence technology

By leveraging the advantages of artificial intelligence technology and combining it with the teaching requirements of ideological and political courses in universities, we aim to create a more comprehensive teaching environment, such as actively creating a big data support environment, creating a smart teaching environment for ideological and political courses, and constructing an intelligent monitoring environment for the entire teaching process. In specific teaching practice, interactive digital textbooks can be developed in combination with the new requirements of ideological and political education in the new media era, more advanced multimedia technology can be applied to course teaching, and virtual practical teachers can be built to provide scene-like teaching environment for students in view of abstract teaching content, so as to further improve teaching effect.

2.2.2. Application of big data technology

With the help of big data and artificial intelligence technology to carry out comprehensive assessment for students, on the one hand, intelligent portrait and other technologies should be used to conduct scientific assessment of students' comprehensive ability, interests, hobbies, professional development and other elements, and comprehensively analyze students' knowledge base and curriculum learning needs from the ideological and political teaching curriculum standards. Teachers can say the result of a smart portrait to clarify the course teaching goals and conduct personalized teaching of students.

2.2.3. The application of digital technology

It is necessary to make good use of digital technology to build a digital ideological and political teaching platform, and actively integrate the ideological and political education teaching resource database, including the basic information database of students, the learning effect evaluation database, the ideological and political teaching case database and other resources. In particular, it is necessary to realize the intelligentization and datatization of teaching evaluation system through digital technology. As shown in Figure 2:

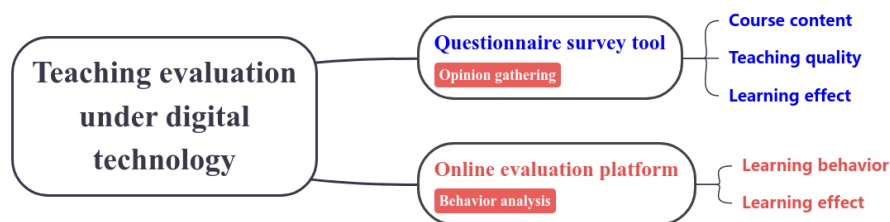


Figure 2: Teaching evaluation under digital technology

Based on artificial intelligence technology and big data analysis, track and monitor students' progress in ideological and political courses, actual classroom performance, and practical feedback throughout the process. Build a multi-dimensional, multi-level, and comprehensive evaluation system for the learning effectiveness of ideological and political courses. For example, questionnaire survey tools are used to collect students' feedback information on the teaching content, teaching quality and learning effect of ideological and political courses, and online evaluation platforms are used to understand students' actual learning behaviors and learning effects, so as to conduct a comprehensive and scientific evaluation of students.

2.3. Improve the new media literacy of ideological teachers

In the era of new media, the educational innovation of ideological and political courses in colleges and universities should be good at using digital technology to enable "teacher-side" reform, and take multiple measures to improve the new media literacy of ideological and political teachers, so as to better cope with the challenges of the development of The Times on the educational and teaching ability of ideological and political teachers in colleges and universities. In the era of new media, the expression of ideology is more intuitive and fast, and a short video or a picture can easily and openly express an idea. This change is the biggest challenge to traditional ideological and political teaching, and also a new challenge to ideological and political teachers.

Therefore, ideological and political teachers should be good at using data collection and data analysis technology to analyze the learning situation of ideological and political courses, and use this as a sentence to develop differentiated and precise teaching plans, and be good at using information retrieval and data analysis technology to improve ideological and political teaching materials; In the teaching process, we should be good at comprehensively using network language, political language, ideological and political academic language to communicate with students, and feedback students' questions with the atmosphere of The Times of new media. It is good at providing students with personalized homework and scientific assessment through network platform, which enriches teaching methods and improves classroom teaching effectiveness.

Colleges and universities should further optimize the ideological and political education team structure. On the one hand, in the selection and recruitment of ideological and political teachers, we should not only examine the teachers' educational consciousness, but also take into account the application skills of new media; On the other hand, the existing teachers are trained in the integration of theoretical dimension and new media technology dimension, and the new media literacy of the existing teachers is gradually improved by improving the new media literacy training mechanism. Such as relying on the school, provincial education platform, ideological and political teachers of new media technology application, innovation practice of regular training; Strengthen academic exchanges among regional universities, hold academic exchange meetings on the application of new media technology, and enable ideological and political teachers to master the basic content and functions of new media more comprehensively through various measures such as internal training

and external exchanges. On the basis of traditional education and teaching, they can truly apply new media technology to teaching innovation practice and enrich the teaching experience of existing teachers. Actively explore new forms of ideological and political education teaching, update teaching methodologies, and enhance teaching effectiveness.

3. Conclusion

To sum up, the advent of the new media era has endowed the ideological and political education in colleges and universities with a new era connotation, provided technical support for the innovative practice of ideological and political education teaching, and promoted the innovation of the educational form and content of the ideological and political courses in colleges and universities to a certain extent. For colleges and universities, the reform and innovation of ideological and political education should pay attention to the application of diversified technologies. At the same time, it is necessary to further optimize the structure of the teaching team, start from the technical side, the teacher side and the student's needs side, constantly innovate teaching methods and education concepts, always follow the fundamental task of establishing virtues and cultivating people, make good use of the technological advantages of the new media era, and actively help improve the quality and efficiency of ideological and political education in colleges and universities in the new era.

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