Research on Innovative Development Ways of Ideological and Political Education in Colleges and Universities under the Background of Internet Era

Wenkun Ye

Minjiang University, Fuzhou, 350108 Fujian, China

1833287577@qq.com

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Abstract: The Internet, which came into being in 1960s, developed rapidly after 1990s. Its influence has penetrated into all fields of society, involving all aspects of people's lives. In essence, the development of the network is a great change in the way of information exchange. Its powerful function and unique charm are in line with the inherent personality of college students who dare to pursue themselves and be unconventional. As an important part of higher inculcate system, ideological and political inculcate(IPE) is of great practical significance to the formation of students' values and the improvement of their thinking ability. Under the background of "internet plus", the mechanism of IPE in higher inculcate institutions should firmly seize the opportunity of this era and carry out innovative reforms on its own development model, so as to better serve college students. At the same time, the widespread use of mobile Internet has also caused many new practical problems for IPE in institutions of inculcate. Therefore, it is an important task to further strengthen and improve the ideological and political work in institutions of inculcate to accurately and deeply study the main characteristics of mobile Internet and its value for IPE in institutions of inculcate, innovate the main contents of IPE in institutions of inculcate under the mobile Internet environment, and improve the influence, effectiveness and sense of the times of IPE in institutions of inculcate.

1. Introduction

The IPE in institutions of inculcate is the most critical link in the work of students in institutions of inculcate, and the focus of the IPE in institutions of inculcate is not unchangeable, but changes with the social, political, economic and cultural changes of our country and even with the change of international status[1]. The international environment is gradually changing from the economic environment to the socio-political environment, and this invisible change is bound to directly affect China's socio-political and cultural environment. Especially under the influence of the mature development of the Internet and the wide use of the mobile Internet, the diversity of network culture and the diversity of value orientation make the traditional content of IPE in China's institutions of inculcate no longer meet the new requirements of the new era[2]. The scale of the Internet in China is expanding, and the penetration rate of the Internet is also increasing. China's Internet penetration level and growth rate are far higher than the global average[3].

With the continuous development of the Internet, traditional fields such as finance, architecture, inculcate, etc. have been combined with the Internet for a new life, so the concept of "internet plus" came into being and its connotation is constantly improving. People gradually realize that "internet plus" has become an effective accelerator for the development and transformation of traditional industries[4]. "Internet plus" is based on modern science and technology and Internet application technology, and realizes the two-way interactive exchange of resource information by means of mobile terminals and network platforms, and a new development ecological model derived from it has six characteristics, namely, cross-border integration, innovation-driven, structural reorganization, people-oriented concept, ecological openness and efficient connection[5]. Therefore, in the process of implementing IPE for college students, institutions of inculcate should

strengthen the analysis of the challenges faced by IPE in institutions of inculcate in the era of big data, so as to better innovate and develop IPE, and correctly guide the ideological and moral values and values of college students[6]. Combining IPE in institutions of inculcate with Internet technology and exploring diversified IPE paths can meet the requirements of inculcate reform under the network environment. We will do a good job in the integration and sharing of government information systems in the departments directly under the Ministry of Education, establish a directory of government information resources and a data traceability map, and promote the integration of student data and the reuse of teacher data. Establishing the awareness of big data has become the trend of the development of the times. How to comply with the development trend of the big era and promote the innovation of IPE in institutions of inculcate has become the most concerned issue[7].

After defining the related concepts of IPE in institutions of inculcate in the era of big data, this paper studies the development status of IPE in institutions of inculcate in the era of big data, discusses the opportunities and challenges of IPE in institutions of inculcate in the era of big data, and analyzes the problems and reasons of IPE in institutions of inculcate in the era of big data, puts forward contradictions compared with traditional IPE, and then puts forward countermeasures for the innovation of IPE in institutions of inculcate in the era of big data.

2. Innovative Value of IPE in Colleges and Universities under the Background of Internet

2.1 Building an Internet Platform for Ideological and Political Education

With the advent of the Internet age, the Internet has become the main way for students to acquire knowledge and information. Therefore, institutions of inculcate need to reasonably infiltrate IPE into students' daily study and life. In order to stimulate students' interest in learning, institutions of inculcate need to build an Internet platform for IPE, innovate traditional teaching models, and expand students' access to resources[8]. As ideological and political teachers in institutions of inculcate, they should actively change their traditional and backward ideological concepts, actively establish good and advanced IPE concepts, strengthen the excavation and application of big data technology, and give full play to the important value of big data technology in IPE [9]. It is at this level that the changes in people's values and thinking patterns caused by the network are related to the goal of ideological and political work to shape the mainstream value of society, which also makes it related to the innovation of IPE. We use the figurative word "call" to try to explain that the development of the Internet has brought external pressure and internal impetus to the innovation of IPE in institutions of inculcate. The Internet data processing center based on information and network technology conducts research and analysis on the recent ideological trends of college students, and displays the recent trends of students in the form of images, charts and data through computer system input, so as to infiltrate the IPE contents such as social hot issues and values[10].

In recent years, the portability of mobile Internet devices and the trend of low commodity prices have lowered the threshold for the use of device terminals, enabling people to have more in-depth access to and use of mobile Internet devices, which is one of the important reasons for the increasing number of new mobile Internet users. Over time, the scale of mobile Internet users has maintained a steady growth. In the occupational structure of mobile phone users, the proportion of middle school students among Chinese Internet users is still the highest at 25.1%. Under the new environment, college students have become the main force of mobile Internet devices to access the Internet. "The machine can't be separated from the body" and "no network can't be happy" have become the daily life of "post 95" college students. Mobile Internet media equipment has brought unprecedented opportunities for IPE in institutions of inculcate. It provides an ideal platform for the interaction and communication between teachers and students in IPE in institutions of inculcate, and helps to build a good interactive relationship between teachers and students in the process of IPE in institutions of inculcate. At the same time, self-media such as WeChat and QQ can transmit files and teaching micro-videos online, as well as self-defined animation and emoticons. Using the online transmission function of new media, a relaxed atmosphere of ideological and political

learning can be created, and it is also convenient for students not to reject ideological and political learning, to accept the central theme of ideological and political teaching(IPT) in a relaxed and entertaining way, and to continuously improve their self-cultivation and accomplishment in interactive learning.

2.2 Innovating the Idea of IPE

In the process of carrying out IPT activities in institutions of inculcate, there is a lack of necessary communication and interaction between teachers and students, which makes the IPT resources in teachers' hands unable to be shared with students, thus leading to unsatisfactory quality of IPE. With the wide application of Internet technology, institutions of inculcate need to innovate the IPE mode, and make use of the convenience and interactivity of the network to create a good communication space for teachers and students, so that they can share information and exchange key inculcateal resources with each other. At this time, the data awareness of IPE workers is also nurtured. They begin to realize the powerful function of data, and realize that only by changing the traditional way of thinking and working philosophy can the discipline of IPE continue to flourish. On the one hand, ideological and political educators began to recognize and understand big data. Teachers are also actively learning or receiving data technology training, learning more professional knowledge and content about big data technology, welcoming the baptism of the big data era, and constantly adapting to the changes of the times and teaching. On the other hand, ideological and political educators are also applying data awareness to teaching work. The idea is the guide of action, and the first step of action is to change the idea.

Traditional IPE concepts and teaching models can no longer meet the development requirements of the era of big data. Only by innovating teaching concepts and exploring new teaching models can such development be a long-term solution. Teachers can also communicate with students on the teaching content through the network sharing platform after completing the teaching, understand the students' mastery of the knowledge of IPE, and answer the problems existing in the teaching process for students, so as to comprehensively improve the quality of IPT. The process of IPE is shown in Figure 1. Educators instill information such as political views and moral norms that meet social requirements into specific educatees purposefully and in a planned way. Under the influence of various factors, the educated selectively accept this information and transform it into individual consciousness, that is, the internalization stage. After that, the educated turn individual consciousness into good behavior and repeat good behavior many times to make it a habit, which is the externalization stage.
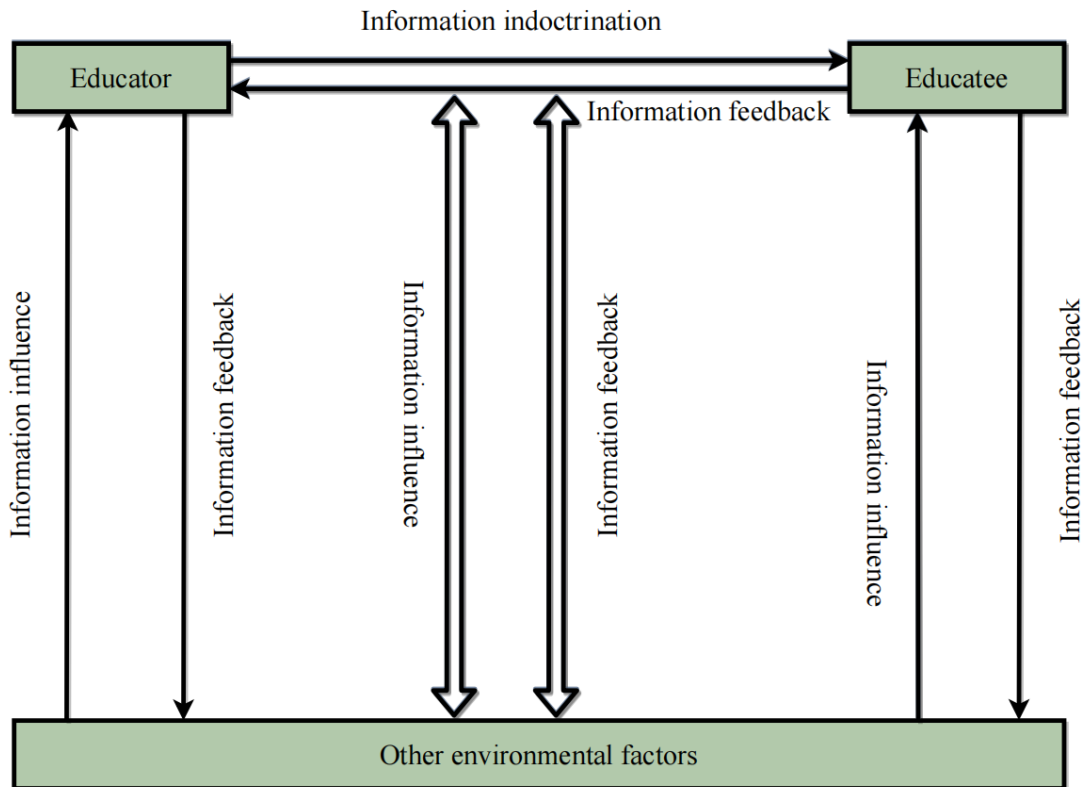
Fig.1 Schematic Diagram of IPE Process

In this process, the educator must understand the ideological information of the educatee before educating the educatee. Educators should timely and appropriately instill information with specific content into the educatees, and the educatees also continue to provide information feedback to the educators. At the same time, other environmental factors are also transmitting information with various contents to the educators and the educated. Different ways of information dissemination directly affect the inculcateal effect. In the traditional process of IPE, IPE is mainly carried out through classroom lectures, individual talk and mass media such as newspapers, radio and television.

3. Innovation and Development of IPE in Institutions of Inculcate in the Internet Era

3.1 Network Teaching Path

It is an opportunity and a challenge to realize the creative effect of mobile internet on IPE in institutions of inculcate. The new environment of mobile internet puts forward higher requirements for the theory of IPE in institutions of inculcate, the comprehensive quality of educators, inculcateal means and inculcateal paths. With the continuous advancement of China's inculcateal reform, various advanced inculcateal means have sprung up like mushrooms after rain, such as massive open online course and micro-courses, which are all advanced teaching means with the rapid development of information technology. The emergence of these advanced inculcateal methods has broken through the traditional IPT mode in institutions of inculcate, and greatly improved the enthusiasm and initiative of students. For example, micro-class is one of the most widely used teaching methods in the development of modern network.

Make rich micro-lesson videos. Because college students have a lot of fragmented time in their daily life and study, if they make rational use of it, they can play a good inculcateal effect. Relying on the big data collection platform and intelligent terminal equipment, the information collection and investigation of all objects are carried out by using the technologies of big data mining and analysis, and the visible, invisible, online and offline and hidden data information are unified and

integrated to provide comprehensive analysis samples for data analysis. Secondly, use all the samples to comprehensively analyze the inculcateal objects. "Big data" records the words and deeds of college students, and their thoughts and behaviors will leave traces on the Internet. Using big data technology to analyze their changes in thoughts and behaviors at different times and places, we can make an "accurate portrait" of them and analyze their thoughts and feelings more comprehensively. In order to meet the challenge of the Internet to IPE, we must step up the training of ideological and political workers in information quality and network application ability, allocate special funds, hold special training courses, and train them in computer technology and network information communication technology, so as to gradually cultivate them to have both theoretical and practical experience in IPE, and master the basic theory and operation of computer network, An ideological inculcate expert who has both high political and ideological quality and certain scientific and technological innovation ability.

3.2 Informatization of Teaching Path, Role Experience Leading Students' Thinking

The fundamental task of IPE in institutions of inculcate is to establish morality and cultivate people. In the context of the era of big data, we must advance with the times and adapt to the situation, establish the people-oriented inculcate concept, and establish the concept of educating people with big data. In this regard, IPE in institutions of inculcate also needs to further strengthen the application of "Internet+". While constantly building a perfect information construction, we need to use information means to innovate the inculcate model and achieve a breakthrough in teaching.

The application of "internet plus" can't stay on the surface of the application, so we need to dig deep into the Internet application. For example, using the mode of school-enterprise cooperation to grasp the dynamic characteristics of college students' thinking by using big data and cloud computing, and carry out targeted teaching according to their differences. In addition, we can combine with the Internet by flipping the classroom form, combining theory with practice, group cooperation and interaction, etc., deepen the application, and realize the re-dissemination of thinking and value by innovative teaching methods. Virtual reality technology can provide visual and vivid multi-sensory stimulation audio-visual materials and vivid visual thinking materials for contemporary college students, and truly realize the inculcate and teaching mode of "online and offline interconnection, reality and virtual complementarity". The development and application of the technical carrier of ideological and political courses aims at the fact that ideals and beliefs and socialist core values can really enter students' hearts, have an impact on students and lay a theoretical foundation for their lifelong growth. It is necessary to innovate an efficient IPE system, systematically integrate online inculcate resources, gradually extend and expand all levels of IPE in institutions of inculcate, and provide higher quality IPE content for college students, thus guiding students to establish a correct outlook on life, world outlook and values.

Under the guidance of the development concept of "Internet plus", institutions of inculcate should connect students' daily life, classroom learning, practical activities and other aspects with network communication, carry out the resource construction of "Internet plus quality courses". In the context of the Internet, teachers can summarize the results of IPE through network software. After completing the teaching task, teachers can communicate with students through the network information platform, analyze students' knowledge mastery, assess students' memory of key and difficult knowledge content, let students understand their shortcomings and deficiencies in the learning process, and take the initiative to learn IPT knowledge. In addition, teachers can also use Internet technology to systematically evaluate students and analyze their learning needs.

4. Conclusions

To sum up, with the rapid development of big data technology, we have entered the era of big data. Institutions of inculcate are important positions for cultivating talents. In the process of carrying out IPE for college students, we should follow the pace of the development of the times, deeply explore big data technology, strengthen the understanding of students' ideological trends and

interests, and create new ways and methods of IPE according to the actual situation of students. Seize the inculcateal opportunity brought by the mobile Internet, adhere to the laws of inculcate, ideological and political work and students' growth, explore working methods that are close to reality, students and life, innovate the contents and ways of IPE in institutions of inculcate under the mobile Internet environment, persist in reform and innovation, promote the innovation of ideas, content forms and methods, and enhance the sense of the times and effectiveness of work. Under the impact of the Internet, IPE in institutions of inculcate needs to pay attention to the introduction of traditional culture, strengthen the monitoring of network environment and seize the opportunity to strengthen the application of "internet plus" to continue to promote the modernization of IPE in institutions of inculcate.

Acknowledgement

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