

An analysis of the ideological and political education path for college students in the era of "Internet +"

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Abstract: "Internet +" has been successfully applied in all areas of society and has risen to a national strategy. As the main front for cultivating students to establish a correct world outlook, outlook on life and values, colleges and universities should strive to explore the importance and necessity of deep integration of ideological and political education and the Internet, and exploring the effective combination path is the current era of ideological and political education for college students. "Internet +" as an important network carrier, the new model of "Internet + Ideological and Political Education" can break through the boundaries, effectively use the advantages of the Internet, and realize the modernization of ideological and political education. At the same time, it can adapt to the requirements of the new era and effectively respond to the Internet. Negative effects, etc. To this end, an in-depth analysis of its effective combination path can be carried out from the establishment of the mainstream website of ideological and political education, adhering to the correct network public opinion orientation, making good use of the advantages of Internet big data, and creating a clear network space.

1. The importance of the effective combination of "Internet +" era and ideological and political education of college students

The world is moving forward, the Internet is changing, and today's society has entered the era of "Internet +". When the "Internet +" era has risen in the field of ideological and political education, its working mode is also facing challenges. Because of this, college ideological and political education must conform to the call of the times, carry out upgrading, structural adjustment, and strive for "Internet + thought." A new model of political education. The effective combination of the "Internet +" era and the ideological and political education of college students highlights the importance, mainly in the following three aspects^[1].

1.1 Break the limit

First of all, the boundaries of access to learning resources should be broken. "Internet +" era, the seamless connection of information society, great changes have taken place in college students' learning content for way, as long as there is a connection to the Internet terminals, mobile phones, computers and other media college students can at any time, any place, take the initiative to find images, sound, image and promptly on demand, thumb up, study, review, forwarding, and even upload my weibo, circle of friends^[2]. Learning is everywhere and happens all the time. The Internet has broken through the traditional top-down boundary of obtaining learning content for college students. Moreover, the Internet has become a platform for mass innovation and entrepreneurship. A joke goes like this: "baidu has done publicity, Tmall has done shopping, alibaba has done department stores, weibo has done media, and WeChat has done communication. It is not laymen killing insiders, but trend killing scale." this is the convenience and charm of "Internet +" era.

Second, break through the boundaries of various media. In the "Internet +" era, almost all media are shared globally, and computers, TVs, and mobile phones are integrated into each other under

the Internet. Some people use mobile phones to replace traditional newspapers and magazines, and search for various channels through mobile phones, Internet video sites instead of TV. Use your mobile phone, computer to write Weibo, send a circle of friends, scan QR codes, or interact with favorite stars instead of traditional submissions and letters. Under the influence of "Internet +", the future "teaching" and learning activities will be carried out on the Internet. For example, the current popular MOOC and the flipping of the "micro-video" production make the educational objects no matter where they are. It can be viewed with scattered time. This not only releases the positive energy, but also plays the leading role of the teacher. It truly realizes that the professor of knowledge extends from the classroom to the outside of the classroom, and the education of the object of education is carried out in a subtle way.

1.2 Effective use of the Internet advantage

The "Internet +" era is an era of omniscience and omnipotence. It is an inexhaustible pagoda with rich materials and massive data. It enjoys the amazing speed of information dissemination. In this era, The way information is obtained is more convenient and effective. General Secretary Xi Jinping stressed: "Actively explore new measures and new methods that are conducive to solving work problems, make full use of new technologies, new applications, innovative media communication methods, and occupy the commanding heights of information dissemination." "Internet + ideological and political education" is to use the advantages of the Internet to establish an ideological and political education theme website on the Internet, to nurture and practice the core values of socialism, so that the educational objects can grasp the correct theories and internalize these theories into beliefs. Externalization is an act that meets social requirements. The current and long-term political mission is to learn and understand the spirit of the 19th National Congress of the Communist Party of China, to study the spirit of a series of important speeches by General Secretary Xi Jinping and to externalize and practice, so as to cultivate a new and socialist builder and successor. people.

2. The Necessity of Effective Combination of "Internet +" Era with College Students' Ideological and Political Education

2.1 Adapt to the requirements of the new era

The "Internet +" era cannot escape, cannot be avoided, and cannot be rejected. The use of the Internet in life is becoming more and more popular, especially in the field of education, which fundamentally changes the educational object, the educational environment, and the educational methods. The place with the highest level of social informatization belongs to colleges and universities. As an important position for the construction of an innovative country, colleges and universities, as an important support for the sustainable development of the country and the nation, must actively adapt to the requirements of the new era and combine the Internet with ideological and political education. This is also in line with the five development concepts emphasized by the Fifth Plenary Session of the 18th Central Committee, namely,^[3].

2.2 Effectively deal with the negative impact of the Internet on educational objects

"Nothing in the world is so magical as the Internet that we love and hate each other." [liang caihua. The Internet is a double-edged sword, which is a golden key to open the future, while Pandora's box is on the contrary. The opening of the Internet leads to mixed network information, good and bad are intermingled, all kinds of false, harmful, unhealthy, pornographic garbage information has a strong corrosive effect on the immature college students, the invasion force of the network is far more than their own resistance. At the same time, young students are prone to be addicted to online games and social networking, which have a huge impact on their physical and mental health. The three concepts of college students are distorted, and the serious students may commit crimes. As a

new productive force, the Internet has exerted a great impact on people's moral concepts, thinking modes and behavioral norms, especially on contemporary college students. Moreover, this impact is objective and independent of human will. Ideological and political education, as a science that studies people's knowledge, feeling, intention, faith and action, as well as a science that guides people's thoughts and behaviors to move forward in line with social requirements, combining the Internet with ideological and political education is an effective way to relieve some students' psychological pressure on the Internet. Therefore, the model of "Internet + ideological and political education" enjoys an undeniable inevitability.

3. An analysis of the effective combination of "Internet +" era and ideological and political education of college students

3.1 Establish mainstream websites for ideological and political education

In chairman MAO's words: a single spark can start a prairie fire. The participation of every college student and the transmission of different news will make the initial information trigger the butterfly effect, which will be spread twice or even a hundred times. Therefore, it is imperative to establish the online education and the mainstream website to meet the physical and mental characteristics of college students^[4]. At present, many universities have set up ideological and political education theme websites, but the effect is not very obvious. For ideological and political education, the Internet is also a tool, which should be operated well. Therefore, ideological and political education in colleges and universities should use the Internet well and live the Internet.

3.2 Adhere to the correct guidance of network public opinion

In recent years, Western countries have not stopped our Westernization, differentiation, and "peaceful evolution". The purpose of weakening ideology has never been relaxed, and the means are more concealed and confusing. There are three main means: first It is the stigma of heroes that affects people's values and thus objectively weakens our mainstream ideology. For example, Liu Hulan, Qiu Shaoyun, Huang Jiguang and other well-known heroes are questioned. They say that Liu Hulan is a small three. Qiu Shaoyun does not move in the fire and does not conform to the physiological phenomenon. Huang Jiguang blocked the guns unscientific. These may be funny for people in our circle. It is ridiculous, but it is difficult for those college students whose minds are still immature to be discerned. This requires that the ideological and political education in colleges and universities should give full play to their professional expertise, provide a correct direction of public opinion, and guide the development of network public opinion in a benign direction. Second, the Western hostile forces have publicized the anti-Marxist and non-Marxist ideas in our society and carried out the expansion of Western ideology, political views, and values. Some hostile forces claim that socialism is free and equal.

3.3 Make use of Internet big data advantage

The "Internet + era" has accumulated an unimaginable "data wealth". In the past, the political team that only needs strong politics, professional skills and good conduct will inevitably be replaced by "knowledge-based team" and "network team". In the era of big data, a complex and global computational model for understanding human thoughts and behaviors has been constructed, and the collection and processing of human psychology and behaviors has become no longer unreachable, but a "thousand-li eye" for perspective of human thoughts and behaviors. Therefore, on the one hand, educators should set up the awareness of big data, dig and collect information more timely, and have the ability of data integration, processing and analysis.

4. Create a clear cyberspace

Tmall, Taobao, Alibaba, Jingdong Mall, etc. collect people's shopping habits; Baidu, Google's web page collects people's browsing habits; Tencent qq, Weibo, WeChat, facebook show people's social habits, educators The privacy of the company will be threatened by all parties. Once the information is leaked, the dangers faced by the educators will be immeasurable. The Internet is an environment for ideological and political education, and the environment must be optimized. Therefore, from the perspective of colleges and universities, while establishing an online education platform, it is necessary to guard against the vulgar, corrupt, and unhealthy information content that appears above, and for some discussion hotspots, it is necessary to conduct positive guidance, and it is best to set up a full-time job. Personnel are responsible for supervising and regulating the "micro" behavior of college students. "Enhance college students' online thinking on the Internet, build a network of moral protection walls, and let them keep their heads clear in the mixed data, and improve the ability to discern all kinds of erroneous social thoughts." Only in this way can we guarantee that this banner of socialism is not enough. The ideals and beliefs of communism remain unchanged. At the national level, the current legal norms for network security are prohibitive norms and post-relief norms, lacking guidance. The country should revise the existing laws as soon as possible according to the requirements of The Times, improve them, and ensure national security and social stability^[5]. In short, the era of "Internet +" has arrived. The ideological and political education of college students should adopt an open attitude to accept, innovate and upgrade, and strive to explore the importance and necessity of deep integration with the Internet, and deeply explore its effective combination path to make the Internet better. The land serves the ideological and political education of college students, and firmly holds the leading power of network ideological and political education.

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