



Research on the Application of Ideological and Political Education Network Carriers in Colleges and Universities

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Abstract. The application of network carriers provides new opportunities for ideological and political education in colleges and universities, including enriching the content of ideological and political education, improving the interactivity of ideological and political education, and providing new means of ideological and political education, which makes ideological and political education in colleges and universities have new possibilities. Therefore, this paper network carriers provide new opportunities for ideological and political education in colleges and universities, combined with 480 effective student questionnaires in Nanchang L colleges and universities, collate relevant information, analyse the current status of ideological and political education network carriers in colleges and universities to apply the current situation, find out some of the problems that may exist in them and put forward some feasible application of the recommendations, to further improve the effectiveness of the application of ideological and political education network carriers in colleges and universities.

Keywords: Colleges and universities; Ideological and political education; Network carriers.

1 Introduction

With the popularity of the Internet and the development of information technology, students are exposed to more and more diversified and convenient information channels, which also brings unprecedented impact and challenges to the ideological and political education in colleges and universities, and the application of network carriers for the ideological and political education in colleges and universities to provide a new channel.

2 New Opportunities for Ideological and Political Education in Colleges and Universities Provided by Network Carriers

2.1 Enriching the Content of Ideological and Political Education

The popularity of the Internet has provided students with a rich source of information, which not only enriches the content of ideological and political education in colleges and universities, but also combines hot events to make education more interesting and attractive.^[1]At the same time, the fragmentation and uncertainty of network information also require the education process to focus on cultivating students' ability to correctly identify information, to ensure that they stay awake in the network environment and avoid misinformation.

2.2 Improving the Interactivity of Ideological and Political Education

In the ideological and political education of colleges and universities, the network carrier platform enables students to conveniently participate in the discussion of hot topics and also independently express their own views and opinions, which greatly improves the interactivity of ideological and political education in colleges and universities. Colleges and universities can set up special interactive platforms to encourage students to exchange ideas and cultivate teamwork and a sense of social responsibility.^[2]

2.3 Providing New Means of Ideological and Political Education

Under the background of the Internet, colleges and universities can make use of network carriers to carry out online ideological and political courses, hold online lectures, seminars, etc., or use multimedia technology and online platforms to expand teaching resources and carry out diversified ideological and political education activities, so as to further enhance the effectiveness of ideological and political education in colleges and universities. At the same time, the network carriers provide new ideological and political education means, colleges and universities can cross the time and space limitations, so that more students can benefit from ideological and political education, and promote the sharing and flow of educational resources to improve the coverage and influence of education.

3 Survey on the Current Status of the Application of Ideological and Political Education Network Carriers in Colleges and Universities

In order to understand the current situation of the application of ideological and political education network carriers in colleges and universities, the author chose L colleges and

universities in Nanchang City to conduct a questionnaire survey, a total of 500 questionnaires were issued and 480 valid questionnaires were recovered, with an effective rate of 96.0%. [3]The results of the questionnaire are collated below:

Feedback on "the channels through which you learn about ideological and political education", as shown in Table 1, found that 42.50% of the students chose WeChat public number of the school league committee, QQ group and microblog, 30.00% of the students chose QQ group and microblog, 22.71% of the students chose QQ group and microblog, and there were also 4.79% of the students who chose other options. Students who chose bulletin board accounted for 22.71%, and 4.79% chose other options. It can be seen that the current ideological and political education in colleges and universities in the process of applying the network carrier, the relevant application is still more, but still centred on the curriculum, there is still a large application to improve the space.

Table 1. Channels through which you learnt about ideological and political education

options	quantities	proportions
School Programmes	204	42.50%
School Youth League Committee WeChat public number, QQ group, microblogging	144	30.00%
Campus Bulletin Board	109	22.71%
other	23	4.79%

The survey on "your attitude towards the ideological and political education network carrier platform in colleges and universities", as shown in Figure 1, found that the highest proportion of students said that it was average, 48.75 per cent, while 17.08 per cent of students said it was interesting, 16.04 per cent said it was uninteresting, 9.38 per cent said it was interesting, and 8.75 per cent said it was interesting. students said interesting. [4]It can be seen that, because the content of the network carrier platform for ideological and political education in colleges and universities is too serious, many students said that it is average, and there is a need to enrich the content of the relevant platforms.

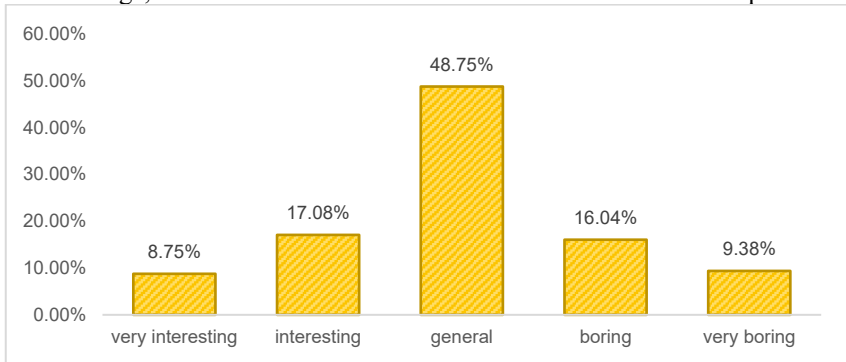


Fig. 1. Your attitude towards the network carrier platform of ideological and political education in colleges and universities

As shown in Figure 2, 51.04 per cent of the students said they would browse silently, followed by 32.50 per cent who said they were not concerned, and only 16.46 per cent who said they would actively participate in the discussion. This result shows that in the process of applying the ideological and political education network carrier in colleges and universities, students do not participate in much interaction, and more students browse silently, and it is necessary to take countermeasures to improve this situation.

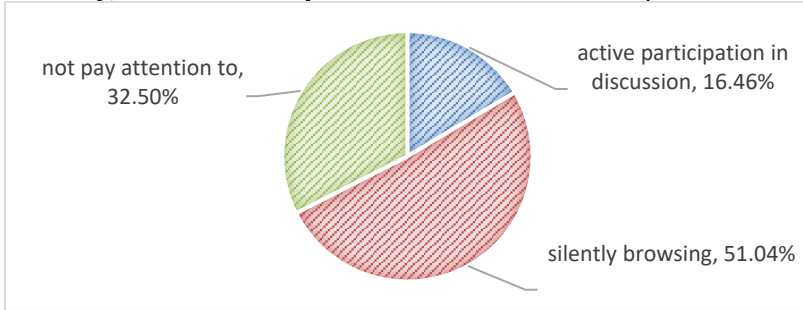


Fig. 2. What would you do about a hot issue on a web carrier?

The results of the survey "What do you think are the deficiencies in the current application of ideological and political education network carriers (multiple choice)" are shown in Table 2, which found that 62.71% of the students think that there is a lack of theoretical connection to practice, 61.25% think that there is a lack of effective guidance on the application of the ideological and political education network carriers, 71.04% think that there is insufficient interaction between the application of the ideological and political education network carriers and students, and 60.00% of the students think that there is a lack of publicity for the ideological and political education network carrier. [5]This result shows that many students believe that in order to improve the effectiveness of the application of ideological and political education network carriers in colleges and universities, it is necessary to focus on solving these problems.

Table 2. What do you think are the shortcomings of the current ideological and political education network carrier application (multiple choice)

options	quantities	proportions
Insufficient linkage of theory to practice	301	62.71%
Lack of effective guidance	294	61.25%
Insufficient interaction with students	341	71.04%
Lack of wide publicity	288	60.00%

In conjunction with the survey results, the issues can be summarised as follows:

Firstly, the theory is not sufficiently linked to practice. Ideological and political education in colleges and universities has the problem of insufficient connection between theory and practice, often using passive indoctrination education, even if the application of network carriers, the content is still biased in favour of theory, resulting in students' interest is not high, and it is difficult to improve the effectiveness of education. [6]

Second, the lack of effective guidance. Due to insufficient professional guidance, the application of ideological and political education network carriers in colleges and universities is often not standardised. The content of the platform is in a single form and lacks attraction, resulting in low interest among students.^[7] At the same time, catering to hot topics and ignoring the seriousness and depth, leading to the application of network carriers in form and lack of effectiveness.

Third, insufficient interaction with students. Some colleges and universities in ideological and political education only upload the content to the network, the lack of interaction and feedback mechanism, resulting in low student participation, boring education, difficult to cause students to resonate and identify.

Fourth, the lack of extensive publicity. Some colleges and universities have organised educational activities in the application of ideological and political education network carriers, but the lack of extensive publicity has led to students' lack of understanding of these resources, making it difficult for them to recognise their work, and also affecting the impact of ideological and political education in colleges and universities.

4 The Application of Ideological and Political Education Network Carrier Countermeasures in Colleges and Universities

4.1 Creating Online and Offline Ideological and Political Education Positions

First, the application of ideological and political education network carriers in colleges and universities should increase the investment of funds and resources, focus on the development of online ideological and political education positions, such as the Golden Class, Mucous Class, etc., and invite excellent teachers to record high-quality ideological and political education courses and upload them to the platform, so that it is convenient for students to view and learn at any time and any place. For example, in the first semester of 2023, Yunnan University of Traditional Chinese Medicine taught the "First Lesson of the First Semester", uploaded micro-videos such as "Traditional Chinese Medicine in Canonical Books" and "Micro-Eye Knowledge of Cloud Medicines" through the combination of "online + offline", and carried out a wide range of practical activities to popularise the knowledge of traditional Chinese medicine. The programme also carried out a wide range of practical activities to popularise the knowledge of Chinese medicine.

Secondly, the application of ideological and political education network carriers in colleges and universities should also strengthen the combination of online and offline education, and carry out more vivid and diversified educational activities, such as online discussions, interactive questions and answers, online courses, etc., so as to stimulate the students' interest in learning and enhance the educational effect.^[8] For example, Yunnan University of Traditional Chinese Medicine has also established the "cloud home" WeChat group, actively responding to students' questions, caring about hot so-

cial events, and building a "cloud" brainstorming platform to achieve "cloud" Accompaniment, "cloud" supervision, "cloud" integration, change the traditional mode of passive ideological and political network teaching.

4.2 Improvement of Network Literacy of Ideological and Political Educators in Colleges and Universities

Firstly, for the application of network carrier for ideological and political education in colleges and universities, educators need to strengthen their self-learning and enhancement in order to master all kinds of network education tools and platforms, such as online course design, network teaching methods, educational resource management, etc., so that educators can use network resources more flexibly and improve the relevance and interestingness of education.

Secondly, teachers of ideological and political education in colleges and universities can set up professional academic communities or teaching and research groups through the platform of network carriers to discuss teaching methods, curriculum design, evaluation standards and other issues, to inspire each other and learn from each other, and to enhance the ability of ideological and political education through network carriers.

4.3 Establishment of an Interactive Management Mechanism for Open Web Carrier Applications

On the one hand, colleges and universities should establish an open interactive management mechanism of network carriers to build an open, equal and convenient communication platform for teachers and students, promote information exchange, academic discussion and Q&A among teachers and students, and enhance the effect of ideological and political education.

On the other hand, when applying network carriers, it is necessary to create a relaxed atmosphere so that students can put down their defences and open their hearts to achieve more open communication and interaction.^[9]

4.4 Focusing on Motivation and Feedback Management of Ideological and Political Education Network Carriers in Colleges and Universities

Civic education network carrier application in colleges and universities should strengthen incentives and feedback management, set up incentives such as rewards, work display, ranking and other incentives to stimulate students to take the initiative to participate in and enhance the enthusiasm and importance of learning.^[10] At the same time, students can obtain feedback from teachers through the network carrier in time to understand the problems and adjust learning strategies.

5 Conclusion

In short, the application of network carriers for ideological and political education in colleges and universities is a general trend. Future ideological and political education network carrier application in colleges and universities should grasp the opportunity of multimedia fusion development, take the initiative to understand the latest network carrier tools, such as short videos, Jitterbug, live broadcasting platforms such as Douyu, Hutu, B station, etc., and take the initiative to use the advantages of the new media communication to enhance the influence of the ideological and political education in colleges and universities. At the same time, future ideological and political education workers in colleges and universities need to focus on the application of network carriers, constantly improve their media literacy, and proficiently master the use of new network carrier tools, in order to better adapt to the needs of students under the new situation.

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