

Research on Innovative Mode of Ideological and Political Education in Colleges and Universities under Internet Environment

1st Xin Li

School of Marxism, China Jiliang University
Hangzhou, Zhejiang 310018, China
lx415372113@qq.com

2nd Bingqing Wu

School of Marxism, China Jiliang University
Hangzhou, Zhejiang 310018, China
lx415372113@qq.com

Abstract— The development of information technology has innovated the current mode of ideological and political education in colleges and universities, and has achieved better educational services. In order to meet the needs of the development of the times, the ideological and political education in colleges and universities should change the previous teaching mode and speed up their own transformation according to the characteristics of the development of the network age. Internet is speeding up the integration with traditional industries, education is no exception, ideological and political work in colleges and universities in China is facing a variety of opportunities and challenges. Through the analysis of the traditional ideological and political education and network education mode, and draw lessons from the successful experience in the field of real economy, this paper puts forward some innovative views and countermeasures to the ideological and political work in colleges and universities under the background of the Internet.

Key words—Innovative Mode, Ideological and Political Education, under Internet Environment

I. INTRODUCTION

Since the 1990s, China's information technology has gradually developed, especially in recent years. With the continuous development of wireless communication and mobile interconnection technology, China has gradually entered the "Internet +" era [1,2]. For the ideological and political education in colleges and universities, we must face the challenge brought by Internet +, seize the opportunity of development, and realize the reform of ideological and political education mode [3]. Using Big Data to Build Innovation and Entrepreneurship Education Database Model is given in figure 1.

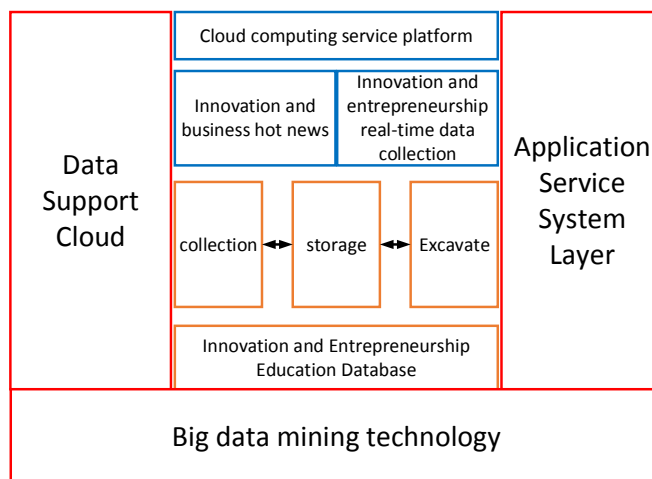


Figure 1 Using Big Data to Build Innovation and Entrepreneurship Education Database Model

In order to adapt to the development of this networked era, the higher education in our country needs to innovate the teaching mode constantly [4]. Therefore, for the students who grew up under the background of the network information age, and then use the traditional teaching mode to teach, it is no different from the lighter in this era also to make fire. Therefore, teachers need to constantly innovate the teaching model so that students can better accept knowledge

$$p_{ij} = \frac{x_{ij}}{\sum_{i=1}^n x_{ij}} \quad (1)$$

$$e_j = -k \sum_{i=1}^n p_{ij} \ln(p_{ij}) \quad (2)$$

$$w_j = \frac{1 - e_j}{m - E_e} \quad (3)$$

In the traditional ideological and political education in universities, teachers are the most important providers of ideological and political education resources. Ideological and political education workers in colleges and universities will design and organize the content of ideological and political education according to the established training objectives of college students. However, due to the majority of ideological and political education teachers must also have certain knowledge blind areas and cognitive limitations, which will inevitably lead to the development of college students will be more serious constraints [5]. But in the era of "Internet +", modern media, represented by network technology, have become the most important channel of information dissemination, and the influence of traditional paper media on students will gradually become smaller. In such a background, college students can search related learning resources through the Internet [6]. This finally leads to the enrichment and perfection of the ideological and political education resources available to the students to a great extent. Innovative Mode of ideological and political Education in Figure Colleges and Universities is given in the figure 2.

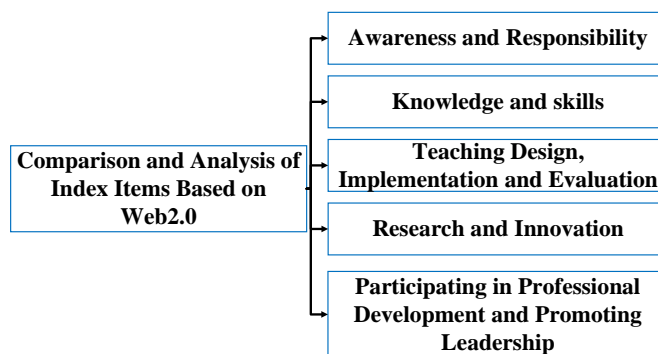


Figure 2 Innovative Mode of ideological and political Education in Figure Colleges and Universities

II. AN ANALYSIS OF THE REFORM STRATEGY OF IDEOLOGICAL AND POLITICAL EDUCATION MODE IN COLLEGES AND UNIVERSITIES IN CHINA UNDER THE BACKGROUND OF "INTERNET +"

Under the background of "Internet +" era, ideological and political education in colleges and universities must be based on the realistic challenges, seize the opportunity, meet the actual needs of students through reform and innovation, and improve the efficiency of ideological and political education. In view of the opportunity and challenge faced by ideological and political education in colleges and universities in China under the background of "Internet +" at present, the author analyzes the specific reform strategies as shown in table 1.

TABLE 1. A COMPARATIVE ANALYSIS OF THE INNOVATION MODE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER INTERNET ENVIRONMENT

	NETG·THE	NETS—2008
Compilation background	China does not have the standard for teachers' educational technology capability in universities and colleges. The randomness of training is too strong. The educational technology capabilities of university teachers need to be improved.	The rapid development of information technology, changes in student learning
Suitable	High school teacher	All teachers

Trad
itional
ideologi
cal and
political
educatio
n cannot
cause
resonan

ce. Under the background of the Internet, the inclusive and open network makes the amount of information available to students grow exponentially. The ability of students to acquire knowledge independently through the network is constantly improved, and they are no longer satisfied with the traditional classroom teaching and books.

$$x'_{ij} = \frac{x_{ij} - \min(x_{1j}, x_{2j}, \dots, x_{nj})}{\max(x_{1j}, x_{2j}, \dots, x_{nj}) - \min(x_{1j}, x_{2j}, \dots, x_{nj})} + 1 \quad (4)$$

With the emergence of the network information platform, the teaching resources become unblocked, and the way for students to acquire knowledge is no longer single. Sometimes, the learning opinions of students who study on the network platform are often more profound than the teachers. Therefore, the working status of teachers has been severely challenged in table 2.

$$x'_{ij} = \frac{\max(x_{1j}, x_{2j}, \dots, x_{nj}) - x_{ij}}{\max(x_{1j}, x_{2j}, \dots, x_{nj}) - \min(x_{1j}, x_{2j}, \dots, x_{nj})} + 1 \quad (5)$$

Table 2. APPLICATION of Big Data in Innovation and Entrepreneurship Education

	Acquisition and deployment	Data Sources
Government	Government reports, laws and regulations, policy support, business registration, etc.	Search Engine, News Portal, Forum, Blog, Weibo, WeChat, Post Bar, Video, Pictures, Overseas Sites, etc.
School	College students research report, real-time employment information	
Mechanism	Financial Institution Financial Support and Intermediary Service Support	
Business and Market	Corporate market research, product development, consumer spending, product competition, services, marketing, etc.	

The traditional thinking mode of ideological and political education is facing unprecedented challenges. From the perspective of the traditional teaching method of single listening to the teacher's lectures, the students' union gradually loses the ability of active thinking, the students and the teachers lack the collision of ideas, and the thinking modes of the two are in a static and isolated way. Instead of simply accepting the influence of teachers, it promotes the communication between teachers and students.

$$\begin{aligned}
 F(x) &= \sum_{i=1,2,\dots,3} \lambda_i f_i(x) - \sum_{i=4,5} \lambda_i f_i(x) \\
 s.t. \quad &\sum_{i=1}^5 \lambda_i = 1 \\
 &\sum_{j=1}^m x_{ij} = 1
 \end{aligned} \quad (6)$$

III. EXPERIMENTAL ANALYSIS

The popularity of mobile terminals is making the life of knowledge learning become a reality, through the online model of autonomous learning to constantly modify the individual knowledge structure gradually become the main learning mode of learners in the network era. Many educational and training institutions actively build a network platform to explore the promotion of education transformation through the O2O model and try to establish learning interactive community through the C2C model.

According to the investigation and analysis of college students' ideological status in 2014, college students in our country have a high degree of ideological identity and active efforts to practice the mainstream value culture, with a high enthusiasm for political participation, a strong sense of dedication and a sense of social responsibility. Positive and optimistic attitude to life, the pursuit of health and upward life, showing an aggressive, patriotic and studious youth temperament.

$$Q(w, o) = V(\chi_{P-w}, \chi_{P-o}) \quad (7)$$

$$W(t+1) = 4.0W(t)(1-W(t)) \quad (8)$$

In the process of carrying out ideological and political education, in addition to highlighting the cultural atmosphere on campus, strengthening the construction of style of study and school spirit, infecting students with healthy and positive cultural activities, we should also strengthen the construction of campus network culture and popularize students' network knowledge. It induces students to participate in innovation, independently develop the function of network application, create network cultural products, discuss and communicate with them in time to analyze the network focus problems, and use the network "stickiness" to stimulate and enhance students' subjective initiative. To optimize the environment of ideological and political education in the process of imperceptible change.

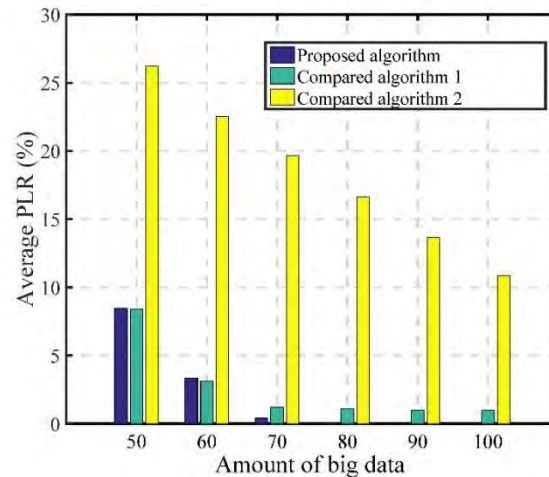


Figure 3. The system performance vs amount of big data

As shown in the figure 3, the proposed model can obtain the best performance. To sum up, the development of the Internet has posed a challenge to ideological and political education in colleges and universities, but also provided a broad platform and opportunities for this work. Only when we face the challenge, actively reform our thoughts, innovate our working methods and means, and combine the traditional ideological and political education model with the Internet platform can we make better use of the Internet as a big platform and seize the opportunity. Let the ideological and political work in colleges and universities in the new period, the new situation to achieve more fruitful results, for the construction of socialism with Chinese characteristics to make greater contributions.

IV. CONCLUSION

In this paper, the author analyzes and studies the opportunities and challenges faced by ideological and political education in colleges and universities under the background of "Internet +", and summarizes the corresponding solutions. The purpose of this paper is to clarify the existing problems of ideological and political education in colleges and universities at present, and to point out the direction for the further development of ideological and political education, hoping to enlighten the vast number of ideological and political educators in colleges and universities. The realization of network ideological and political education is a more complex system engineering.

REFERENCES

- [1] Stevens M L, Gebre-Medhin B. Association, service, market: Higher education in American political development[J]. *Annual Review of Sociology*, 2016, 42: 121-142.
- [2] Xiaoxin D. Role split phenomenon of academic staff in Chinese higher education: a case study of Fudan University[J]. *Higher Education*, 2018, 75(6): 997-1013.
- [3] Eldardiry D H, Elmoghazy Z A. The impact of the internet on students' enhancement of cultural aspects in design projects: a case study on interior design graduation projects, University of Dammam, Saudi Arabia[J]. *International Journal of Technology and Design Education*, 2018, 28(1): 287-302.
- [4] Fisher S, Justwan F. Scaffolding Assignments and Activities for Undergraduate Research Methods[J]. *Journal of Political Science Education*, 2018, 14(1): 63-71.
- [5] Alsharari N M. Internationalization of the higher education system: an interpretive analysis[J]. *International Journal of Educational Management*, 2018, 32(3): 359-381.
- [6] Kligler-Vilenchik N, Literat I. Distributed creativity as political expression: Youth responses to the 2016 US Presidential election in online affinity networks[J]. *Journal of Communication*, 2018, 68(1): 75-97.