

Analysis of Ideological and Political Education of College Students in Mobile Internet Environment

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Abstract. It is an inevitable choice for colleges and universities to use the Internet for ideological and political education, which conforms to the development of the Internet and the inherent requirements of Ideological and political education. On the basis of explaining the advantages, opportunities and negative effects of network on College Students' ideological and political education, this paper puts forward some countermeasures to strengthen college students' ideological and Political Education under the network environment.

Keywords: ideological and political education in Colleges and universities; network; countermeasures.

1. Introduction

With the trend of accelerating development, the network has penetrated into all fields of social life in an all-round and deep way, and has had a wide and profound impact on people's ideas and behavior. Students are the largest online group and the most active group. Ideological and political education in the network environment is a severe challenge for ideological and political workers in Colleges and universities.

2. Advantages of Ideological and Political Education in Colleges and Universities under the Network Environment

2.1 The Network can Integrate All Kinds of Ideological and Political Education Resources, so as to Enrich the Content of Ideological and Political Education in Colleges and Universities.

Through the internet, college students can exchange ideas with others anytime and anywhere, freely input and obtain relevant educational content, consult learning materials, and understand various social phenomena, ideas and cultural trends in the world. At present, campus network culture is becoming the mainstream media and an important channel for ideological and political education on campus.

2.2 Network can Integrate the Main Force of Ideological and Political Education, and Constantly Expand the Main Scope of Ideological and Political Education in Colleges and Universities.

The network of Ideological and political education in Colleges and universities can be connected with various portals, government organs, communities, families and enterprises. It can draw on justice and public opinion from all walks of life to maximize the socialization of Ideological and political education, provide convenience for all walks of life to participate in Ideological and political education in Colleges and universities, and help to form a great advantage and strength of co-management.

2.3 Network Interactive Distance Education can Provide a Wide Range of Communication Channels, Expand the Scope of Education and Improve the Efficiency of Education.

The network makes it possible for one person to teach and many people to receive education. It turns single transmission into positive two-way and multi-way communication, avoids simple repetition, speeds up the transmission speed, and helps ideological and political education penetrate

into every corner of the university. To a certain extent, it can overcome the weakness of the influence of Ideological and political education.

From the perspective of human beings, we should plan and design the internal structure, mobilize all teachers and staff to participate in moral education, form a joint force, and achieve the overall goal of moral education.

First, we need to clear our goals and put our responsibilities in place. All departments of the school should adhere to the principle of starting from reality and seeking truth from facts. Combining with the reality of the unit and the department, they should formulate correct and scientific moral education objectives. They should avoid being empty, dogmatic and divorced from reality. In order to ensure the realization of moral education goals, we should establish the responsibility system of moral education posts, divide moral education goals into posts and people, and define the responsibility of educating people. Everyone should formulate a plan of educating people according to the nature and characteristics of their work, and actively carry out their work.

Second, we should strengthen evaluation and promote implementation. Evaluation mechanism is an important way to supervise and evaluate moral education. The evaluation criteria should be specific, clear and operable. Implementing the evaluation mechanism can avoid the phenomenon of planned, no action, doing well and doing badly, and ensure the smooth progress of moral education and the realization of moral education goals.

Third, we should streamline our organization and staff. The effect of moral education lies not in the number of departments and personnel, but in "refinement".

3. The Negative Impact of Network on Ideological and Political Education in Colleges and Universities

3.1 Network has a Negative Impact on the Formation of Students'world Outlook, Values and Outlook on Life.

The network is an open and marginal world. With the increasing prosperity of network culture, different ideological cultures and values of East and West are shared and intertwined here. These ideas have greatly impacted college students'thoughts. The control of campus culture and public opinion orientation is challenged. If we do not give correct guidance, the consequences will be unimaginable. The pluralistic ideological ideas disseminated by the network will result in the vagueness of College Students'right and wrong ideas, the decline of their moral consciousness, and the infringement of their physical and mental health, resulting in the weakening of the social leading values and positive outlook on life as an incentive to college students. As far as college students are concerned, their life experience is limited, their political discrimination is not high, and they are apt to fall into Ideological misunderstandings. They are also unavoidable to be influenced by some negative, extreme and reactionary information, thus forming unhealthy world outlook, outlook on life and values.

3.2 Information Pollution on the Internet is Serious.

The Internet is not only a treasure house of information, but also a rubbish dump of information. Academic information, entertainment information, economic information, news trends and various kinds of yellow information and violence information are mixed together. For college students with weak self-control, they often deliberately seek some yellow information and violence information out of some psychological reasons. In the network information, obsolete, wrong and harmful information is also increasing, which not only hinders the timely acquisition and utilization of correct information, but also often leads to a new type of information crime. A survey shows that [2]: 8.25% of students often visit pornographic websites, 26.2% of students say they occasionally visit pornographic websites, 2.1% of students have previous experience of accessing reactionary websites, 40.6% of students have been maliciously attacked by others while surfing the Internet, and 3.2% of students say they have vented and abused online friends.

3.3 The Negative Impact of Network on Normal Interpersonal Communication and Mental Health of College Students.

The interpersonal communication on the network platform is mainly computer-mediated communication. People deal with computer terminals all day, but lack real interpersonal interaction and communication in real life. This situation will inevitably change people's communication mode and psychological mode, resulting in interpersonal barriers. According to some media reports at present, some Internet users have become addicted, resulting in Psychological Variation and sexual alienation, and even suffered from network blockade, cognitive illusion, computer mania and other network psychological diseases. The network environment has aggravated the self-closure of College students. If they lack correct guidance for a long time on the Internet, it will be easy for them to develop indifferent and selfish psychological character, produce depression and depression, and eventually have a very serious adverse impact on their studies and life.

4. Countermeasure of Ideological and Political Work in Colleges and Universities under Network Environment

4.1 Establish Websites with Correct Political Orientation and Occupy Network Positions.

(1) Establish a special ideological and political education web page, open up "online ideological and political education classroom", through pictures, audio, video and other multimedia means, adopt flexible ways to guide and educate students online correctly. (2) Open up special online ideological education forums, QQ service hotlines and e-mail boxes. Through messages and dialogues, full-time teachers with knowledge and experience in psychology and pedagogy act as administrators of forums and e-mail boxes. Teachers who are proficient in network technology can answer students' questions promptly or regularly, communicate with students online, and also have important festivals and important events. Events and the advanced deeds of advanced people are the opportunity and entry point to carry out a powerful ideological education activities on the Internet. (3) More educational software with strong knowledge and interest should be developed to integrate ideological education into it so as to realize enjoyment of teaching and exert a subtle influence on and educate college students' netizens.

4.2 Establish a Professional and Efficient Ideological and Political Education Team.

(1) Training network management and network technology research and development personnel. It is necessary to train a manager who has a high level of political theory and is familiar with the characteristics of network culture, strengthen the collection, analysis and management of online information, take measures to expand the impact of useful information, screen and analyze different voices, and guide them correctly, and delete harmful information resolutely, and never allow it to spread and spread. In addition, we should also have a team of network technology development team with strong technology and innovative passion to strengthen the effectiveness and specialization of Ideological and political websites through continuous application and development of new functions. In addition, through the mastery and application of firewall technology, encryption technology, digital signature technology and so on, the security of the network will be strengthened and the technical firewall will be established. (2) Strengthen the construction of counselors. At present, the network ideological and political education and ideological and Political Education under the network environment have put forward higher requirements for the quality of counselors, requiring them to master computer skillfully and apply modern information means such as network technology to improve the level of Ideological and political work, enhance network awareness, and promote the extension of various work to the network space. For example, counselors can regularly or irregularly carry out "online communication", "e-mail" and "psychological counseling" on the Internet, making the network an important place for teachers and students to expose their minds, share their joys and sorrows, and exchange ideas. We should make good use of the network, create opportunities to contact students' hearts, understand students' real thoughts, understand the characteristics of

students' observation and thinking, and grasp the focus of students' attention, so as to fully realize the preventive and predictive function of network ideological and political education.

4.3 Develop Online Ethics Education to Improve College Students' self-Discipline Ability.

Because the Internet is an independent and open world, its information is difficult to control. The online behavior has the characteristics of concealment and anonymity, and the current network monitoring technology is not mature. Therefore, we must rely on moral strength, college students' self-consciousness and self-discipline, and exert their inherent personality strength to resist the erosion of harmful information. The specific ways to carry out online moral education are: setting up online moral education courses; conducting online cultural quality and moral education of college students in the form of lectures; conducting extensive educational activities through online signature, online discussion, online questionnaire survey, and online civilization essay collection.

Under the network environment, strengthening the ideological and political education of college students is a systematic project as well as a very arduous and complex work. Only by sticking to the network position, strengthening network management, innovating ideological and political education, doing a good job in team building and following up the network ethics education, can the ideological and political work of colleges and universities seize the opportunity, take advantage of the situation and stand in an invincible position.

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