

Research on Innovation of Ideological and Political Education Against the Background of “Internet +” Era

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Abstract: With the rapid development of the society, ideological and political education in universities against the background of “Internet +” Era is facing both challenges and opportunities. The networked development trend of human society not only enriches the content of ideological education in universities, but also broadens the vision of ideological and political education and further promotes the modernization of ideological and political education methods. The ideological educators should deepen their understanding of the laws of Internet development, reshape the new ideological and political education, innovate the theories and contents of ideological and political education, innovate the methods of ideological and political education, and construct high-quality ideological and political teachers. Only in this way can we effectively promote the process of ideological education in universities and realize the modernization of ideological education in universities.

1. Meaning of the "Internet Plus" era

Internet + is based on the Internet as the center of radiation, that is, the Internet as the carrier to promote the economic development of all sides of life in society. It also includes the education industry economy, which relying on the Internet to meet the needs of educators and educators. For example, educators use the Internet to disseminate positive energy, start classes online, and lead college students' ideas on the Internet. Educators purchase themselves on the Internet. using internet for classes, classes, etc. Therefore, the ideological and political course of college students must also advance with the times to innovate the methods of education and teaching. Which has become a major issue that universities urgently need to solve.

2. Necessity of Innovative Research on Ideological and Political Education in Universities under the Background of “Internet +” Era

2.1 Internet + era brings challenges to ideological and political education

The Prime Minister Li Keqiang first proposed the “Internet+” action plan in “Government Work Report” in 2015, which led to the “Internet +” being promoted to the national strategic level.

“Internet+” refers to a new type of information technology represented by data, cloud computing, and artificial intelligence.[1] Through the application of the Internet, innovation and development in all sides of life are spawned. For example: “Internet+Traditional Trading” brought to the success of Taobao, “Internet+Traditional Marketplace” brought to the success of Jingdong, “Internet+Traditional Bank” brought to the success of Alipay, “Internet + all kinds of food” brought to the success of Hungry, US group and other supplies From the above, it can be seen that traditional industries have developed rapidly under the influence of the Internet. Education is relatively the most conservative and inherent industry, and ideological education in universities is one of the traditional industries that are conservative among them. Education has experienced theoretical education, practical education, criticism and self-criticism education, guide and control education. With the popularization and expansion of the Internet, ideological education in universities is also developing rapidly in information technology. Throughout ideological and political education In our study, we

found that the students' self-learning and practical learning ability still needs to be strengthened, and the equalization and quality education resources have not been realized. Most of the traditional teaching methods of teaching have not undergone any substantial changes, and there has been no change in medicine. Education remains to be tested. But ideological education in universities can be innovative. The development of network technology, because of its narrow influence and lack of popularization, impact on education is not enough to fundamentally change the living environment of ideological and political education. As a result, ideological and political education has not changed much, and has not been effective. The teaching concept is updated. Nowadays, information technology has fully penetrated into our lives, and the entire college students' ideological education system will be fully affected and developed.

"Networking +" opportunities and competitions for ideological education for college students, and the construction of "Internet +" ideological and political education for undergraduates is not only a brand-new task for universities to educate people, but also a ideological education worker in universities.

2.2 The innovative development of ideological and political education is called by the "Internet+" era

As a sign of territory opening, Internet information technology has changed people's lifestyles. college students, who are full of vitality and are extremely sensitive to new things, will naturally not ignore the issues brought about by that. The change is a result of the development of the high technology in learning and life, and constantly change the way of communication, learning and living. Due to interpersonal communication through time constraints and geographical space limitations, the undergraduates' attitudes, values, and habits in colleges and universities are changed in an imperceptible manner, so that the situation they face in ideological education becomes intricate[2]. "Internet +" have a positive impact on college students, but it influences the current ideological and political education management model, such as the direction of deviation caused by ideological diversification, the effectiveness of the management model and so on. Therefore, It is not only a brand-new topic for the "education of people" in colleges and universities, but also an inevitable choice for ideological education in universities that how to actively and effectively respond to the "Internet +" opportunities and competition brought about by ideological education for college students, innovate ideas, content, methods, management, and subject of undergraduate ideological education under the "Internet +" background. At the same time, it is also a new topic that urgently needs attention in promoting ideological and political education in universities under the current situation.

3. The innovation of ideological and political education in universities in the perspective of internet

3.1 Reshaping New Ideas of Ideological Education

Conceptual innovation is the precursor to innovation in ideological education. To control the ideological and political education in universities under the background of "Internet +" Era effectively, we have to Change the concept of ideological and political education in time and, reshape the consciousness of information resources, actively intervene in Internet management in advance. In the age of the Internet, people worked in ideological and political education should form the following three new concepts: First, the democratization of education. Teachers has always occupied a lofty status, but with the opening of the society no doubt, students are less rely on teacher to get information, and education resources are no longer solely controlled by the teacher. The ideological educators should adjust their positions appropriately, reshape the idea of democratization, and communicate with students equally. Second, enhance the awareness of acquiring information resources from the Internet. The extensiveness information acquisition provide new ways and channels for teachers to obtain information. Teachers should enhance their awareness of accessing information resources from the Internet, actively learn and master Internet technologies, give full

play to the effectiveness of network resources in propagating ideological education.[3] Third, Form awareness of globalization. The ideological educators must not only deeply understand the important role of the Internet in promoting world change, but also have the awareness of this globalization driven by the Internet.

3.2 To innovate Theories and contents of ideological education

3.2.1 Theoretical innovation is the basis of ideological and political education.

The theoretical maturity is the foundation of the mature work of the ideological education. The theoretical soberness is the premise of the ideological and political work. The theoretical innovation is the source for the innovation of the ideological and political education. There are still some factors that restrict the development of ideological education. The beginning of innovation in the ideological education work is to correctly recognize the role, status, and function of the Internet for ideological and political education. At the same time, ideological education workers should also study how the development of the Internet subverts and influences human thinking and work and lifestyle. In particular, they must pay attention to studying the impact of the Internet on the revolutionary nature of college students and strive to explore the theoretical discussions on ideological and political education.

3.2.2 Content innovation is the key to innovative ideological education.

With the continuous deepening of reform and opening up, the content of ideological education has changed steadily. [4] If we want to advance with the times and play a functional mission of ideological education, we should enrich and innovate the content system of ideological education. It is necessary to strengthen the Party's basic policy line and observe patriotism education. It should also integrate the era into students' ideological education concepts. The first is the "Four Faith" education. In the new situation, ideological and political education in universities is generally neglected. And a large number of hostile Western cultures invaded through more invisible ways, which lead to the crisis of individual students' "Four Faith". The second is national cultural education. National culture is the soul of a country. college students should be guided and encouraged to inherit and promote the outstanding elements of traditional Chinese culture. The third is the education of network ethics. With the popularity of the Internet, network ethics is more and more important. The ideological and political education in universities should also pay attention to the social moral issues derived from the network trend, standardize the education of the network legal system, and cultivate students' abilities of self-management, self-education and self-service.

3.2.3 To Renovate Ideological Education Methods

Methodological innovation is one of the effective ideological education.. In the age of the Internet, traditional Ideological education methods in universities face new challenges. The development of ideological education should strive to change from the traditional to the modern. Firstly, change the one-sided boring education to a two-way interactive exchange. Most of the traditional education methods are one-way indoctrination and ignore students, who are the dominates in education. Educators should abandon the malformation psychology that controls the solemn status of educational resources, actively communicate with students, and guide them appropriately. Secondly, change the abstract teachings to the specific infections and exchanges. Most of the traditional ideological and political education methods are rigid. In other words, ideological and political educators should break through the existing methods, target different levels of different objects, educate students little by little. Thirdly, active to educate. The character of ideological education is to solve the students' ideological and ideological problems promptly. This requires ideological and political educators to be as fast as possible in collecting, acquiring, and screening information in order to perceive students' ideological trends in the shortest time.

3.2.4 Construction of a high-quality ideological and political team

The Internet age has also led to the corresponding restructuring and replacement of the basic elements of the education process. As an important subject of the ideological education process, teachers play a key role in the success of ideological and political education. In the view of the

Internet, new demands are put on the ideological and political team.[5] It is necessary to possess a uniquely sensitive information consciousness and to master the practical ability to acquire, process, and transmit information, and delivered to educational objects Effectively. the more information they have, the more helpful and infectious to students, and the educational effects of ideological education are also more pronounced. Ideological and political educators should strengthen their study of network knowledge, take the initiative to use the various information resources on Internet, know about current social hot spots and difficulties. improve the effectiveness of ideological and political education effectively. Therefore, it is also imperative to update the ideological concepts of the ideological and political teachers, innovate in ideological education, and forge a high-level and high-quality ideological and political teacher team.

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