Research on the Influence of Modern Information Technology on Ideological and Political Education of College Students

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Abstract. With the application of information technology becoming more and more mature, ideological and political education is gradually upgrading to precision ideological and political education and wisdom ideological and political education. However, in the use of modern information technology, ideological and political education of college students, due to the lack of a correct and complete understanding of the new ideological and political education model, the quality of ideological and political education has been affected. Based on this, in the context of wisdom education, in order to better carry out the ideological and political education activities of university students, it is necessary to correctly analyze the complex impact of modern information technology on the ideological and Political Education of university students, promoting the innovation of ideological and political education for college students. Through the modern information technology on the ideological and political education of college students to a comprehensive interpretation of the impact of relevant recommendations.

Keywords: Modern information technology, College students, Ideological and political education, Impact Study

Under the new era and new situation, the ideological and political work in colleges and universities should also have a new vision and new outlook. Under the modern information technology environment, the ideological and political work is not only a new attempt of the current ideological and political work, but also an urgent need for future ideological and political work to write a big article. Ideological and political workers in colleges and universities should learn to conform to the trend of the times, clearly shoulder the mission, improve the quality and ability, so that ideological and political work can really go deep into detail, small and complete, and do a good job.

1 THE CHALLENGE OF MODERN INFORMATION TECHNOLOGY TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

Modern information technology has brought about a fundamental change in the conditions and ways for people to obtain information, as Western developed capitalist countries have taken the leading position in information technology and information dissemination, they have always combined these information advantages with ideological designs to spread harmful information and speech in the name of "Freedom of information" to the information-technology-backward countries, especially the developing countries, they are trying to use the internet as a tool for their political designs, spreading cultural messages and controlling speech while constantly dumping their values and lifestyles on others. Now, many netizens, especially college students, are growing in proportion. They have been exposed to the internet for the longest time, and some even become addicted to it. If ideological and political educators let it go, allowing western bourgeois values and harmful information to be disseminated without paying attention to ideological checks, guidance and correction, then the unitization of Marxist ideology in the ideological field may become ideological pluralism, which will poison the values and life concepts of university students, thus affects the university student to the national culture and the socialism core value view approval, then erodes our country traditional culture and the advanced culture.
While the rapid development of modern information technology brings convenience to people, the concealment of the Internet itself and the lag of related system and norms also bring great difficulties to the ideological and political education of college students. If the information transmitted by the network is not filtered and regulated, it will easily lead to college students' Anomie of network behavior and mental health problems, and even lead to the occurrence of criminal behavior. In recent years, some college students use the internet to carry out all kinds of illegal and criminal activities, such as publishing viruses, cracking system passwords, hacking personal important websites and organizational websites. To solve these problems, we need the combination of child discipline, school education and social education to form a joint force and grasp the key of the problems and solve them one by one from the source. College ideological and political theory teachers can not integrate network new media technology and college ideological and political education, and are not good at using big data to mine fresh examples and credible arguments to carry out college ideological and political education; Not good at the use of big data technology with data mining, data visualization, accurate "portrait" and other functions, can not enhance the ideological and political education content of fresh, lively and interesting.

Today's economic globalization, coupled with the rapid development of modern information technology, is bound to cause the fierce collision of different cultures between countries. This collision not only brought about integration, widened the access to cultural information and enriched the unique culture of their own nations, but also brought about huge conflicts and tensions between different cultures and different values. In all kinds of conflicts, the dominant culture is always the high-potential culture, which decides the obvious inequality in today's cultural exchange, mainly in the unequal output and reception relations. The western developed capitalist countries, backed by their powerful science and Technology, hold the initiative in cultural exchange and control the flow direction, flow rate and the nature of culture in the flow. In today's turbulent culture, how to help college students establish national cultural self-confidence, national pride, with the nation's socialist core value system to build a solid cultural defense; It is a difficult problem and challenge for ideological and political educators that how to establish their own mainstream culture and strengthen the national cultural identity of college students under the condition of multi-cultural conflict.

2 THE POSITIVE INFLUENCE OF MODERN INFORMATION TECHNOLOGY ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

With the rapid development of network information technology, the channels for obtaining information are broadened and diversified, more active thinking is displayed among students, and more diverse thinking of college students is also highlighted, with the development of network information, the stage of ideological and political education for college students is more extensive, more abundant in time and more flexible in form. No longer subject to the limitations of working hours and face-to-face teachers and students, and even college students can anonymously confide their hearts, and so on, these ideological and political education work to facilitate the conditions. Can choose appropriate resources, targeted to provide students with learning and living materials, published to the corresponding platform, students can combine their own learning and living conditions, self-digestion and absorption within a certain period of time. The combination of virtual practice and ideological and political theory courses can enhance the influence, attraction and affinity of ideological and political theory courses, promoting the theoretical research and practical progress of the practical teaching of the ideological and political theory course.

In the Internet age, the group autonomy of college students is increasing, the thought expression is more personalized, like to act according to their own wishes, good at self-expression through the Internet. The rich and diverse network culture, the university student's field of vision is broadened, the various study material is provided. Through the network
can be more widely read, direct and positive access to the latest and meaningful educational information. Video, reports, news evaluation and other forms of education, the interest of college students are also greatly increased. The interaction between ideological and political educators and college students becomes more frequent and rapid through the media of public platform. Blog, micro-blog, wechat, public platform, forum, Post Bar, QQ Group and a series of communication channels to promote communication between teachers and students. Students can also express their thoughts anonymously, ask questions to counselors and teachers, and seek help for ideas that are not open to expression. There is no need to hide in silence. This also solves psychological problems to a certain extent, in a timely manner.

Ideological and political educators are in close contact with and care for college students. Communication and exchanges between teachers and students are deepened, which is conducive to further heart-to-heart talks, the first time helps the university student to deal with the healthy life, the study, becomes talented, chooses the occupation to make friends and so on the concrete question, the university students' thought understanding and the spiritual realm to be able to raise effectively. Through the immediate interaction between teachers and college students, a campus atmosphere of equal communication can be created, and students' thoughts can be more accurately understood, by this imperceptible way affects the university student to obtain the more good education effect.

Make great efforts to build the information platform of ideological and political education in colleges and universities, and realize the informatization and modernization of ideological and political work. In the modern information environment, colleges and universities must attach importance to their own information construction if they want to do ideological and political work well. This requires, on the basis of increasing the input of school information equipment and technology, to establish and improve the information platform for ideological and political education, especially the construction of the network platform, and the establishment of ideological and political work team in the information force, so that the ideological and political work in colleges and universities is always in the information monitoring and control.

3 INNOVATIVE STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS UNDER THE ENVIRONMENT OF MODERN INFORMATION TECHNOLOGY

Under the condition of modern informationization, it is obvious that information has brought advantages and powerful effects to the current ideological and political education in colleges and universities. We should make use of network technology to make ideological and political work more effective and expand its coverage, increase Your influence. Therefore, as colleges and universities should fully adapt to the requirements of the development of the times, actively make use of the modern information environment, strive to improve the current ideological and political education of college students and innovate the ideological and political work of college students.

Make full use of the advantages of the modern information environment to innovate the idea of ideological and political education for college students. The development of modern information technology has brought about many changes in the development of industries, caused great changes in contemporary society, and exerted great influence on the environment and conditions of ideological and political education in contemporary universities, as colleges and universities should make full use of the modern information environment, study and master the characteristics of ideological and political education in the information environment of the new period, understand the situation of the information environment faced by ideological and political education, and make clear the thinking of ideological and political education, make clear the idea of innovating ideological and political work. In the establishment of innovative ideas, we should not only pursue the comprehensive implementation of information methods and means, but also actively learn from the experience, methods and methods of traditional ideological and political education, based on the
traditional ideological and political education model, we make full use of the modern information environment and increase the application of information tools.

We should attach importance to the characteristics of the demand for talents under the modern information environment and strive to improve the information literacy of the ideological and Political Education Team of college students. The information environment is a completely different information environment from the past. It not only has many information sources and huge amount of information, but also the channels of information transmission tend to be networked, fast, visualized and interactive, this new information environment needs not only the corresponding technical personnel to manage information, use information and transmit information, but also the existing ideological and political work team to master information and learn to use information tools. Therefore, at present, on the one hand, colleges and universities should increase the introduction of information technology talents, improve the professional level of ideological and political work teams under the information environment, and strengthen the technical force of ideological and political work under the information environment, at the same time, it is also necessary to rapidly improve the information literacy of the existing teams of ideological and political workers by means of centralized training in schools and daily learning by the ideological and political educators themselves, so that the ideological and political work team can make full use of information, master the application of information tools, and strive to fully do the ideological and political work of college students in the information environment.

At present, colleges and universities should attach importance to the construction of the campus network, increase the coverage of the campus network, increase the construction of the places for students to use the internet, and make it convenient for students to use the internet on campus, to increase the effective information that can arouse the interest of college students, close to the life and study of college students, and strive to improve the attractiveness of the campus network to college students to obtain various kinds of information, exchange ideas and understand the society; in addition, schools should set up their own ranks of information personnel and make greater efforts to pass the information platform, to understand student dynamics, realize the convenient information interaction with university students, and realize the targeted and quick ideological and political work; secondly, according to the reality of different study and life stages of university students, to carry out online ideological and political education activities in accordance with the actual conditions of students and society and of higher education, the construction of campus network will be attractive to college students, students participate in a wide range of college students willing to participate in the information exchange platform to promote the ideological and political education of college students.

Ideological and political education in colleges and universities must adapt to the requirements of the development of the network information age. Ideological and political educators in colleges and universities must make full use of the characteristics of the network information, give full play to the advantages of its main force and overcome its own shortcomings, to provide students with the best possible environment for growth and development. To master the network information management and communication skills, must have good information literacy. Guide students to make good use of the new media, and master the ability of "self-education" to train a healthy new generation for the youth of Marxism. We should learn to use the network media to break through the space-time limit of ideological and political education, break the original geographical restrictions, so that the original relatively fixed educational objects and places become social, open three-dimensional education space; Also want to thoroughly understand the advantages and use of blog, SNS website, micro-blog, wechat and other network media, interactive, targeted, popular online education activities by students.
4 CONCLUSION
To better apply network information management to strengthen ideological and political education, close to college students' life, close to college students' reality, and make good use of the platform of network ideological and political education, we will change the channel of ideological and political education from the traditional "face-to-face" model to the "key-to-key" model of the new era, and make the development of internet ideological and political education more perfect, try hard to open up a new situation of network ideological and political education, and really carry forward the effectiveness of network ideological and political education.

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