The Innovation Research of the Network to the Ideological and Political Education of University Students in the Information Age

Miao Li
Anhui Xinhua University, Hefei, Anhui, 230088, China

Abstract. Under the environment of Information Age, the network carrier of ideological and political education meets the needs of college students' ideological and political education by virtue of its individuality and multiple advantages. However, the network ideological and political platform is not professional, lack of coordination and uneven resources, which affects the quality of the network ideological and political education. In order to give full play to the advantages of the internet in the application of ideological and political education to college students, it is necessary to strengthen the carrier of ideological and political education on the Internet, break down the barriers of integration, and construct a multi-coordinated and all-round intelligent ideological and political system, drive ideological and political education to innovate in an all-round way. Based on the environment of the Information Age, this paper systematically analyzes the innovative influence of the network on the ideological and political education of college students, and puts forward some concrete strategies.

Keywords: Information Age, Network, College students, Ideological and political education, Innovative research

The avoidance of the complexity of the network environment, the guidance of the urgency of the ideological struggle, and the satisfaction of the needs of college students' self-growth constitute the realistic challenge of the ideological and Political Education under the network environment. Under the new situation, the innovative development of the practice of ideological and political education needs to improve the network quality of the educators from the aspects of teaching ideas, teaching interests and teaching skills, in order to improve the quality of ideological and political education for college students, a multi-dimensional platform system, such as Digital Learning Platform and network management platform, is constructed.

1 THE INNOVATIVE INFLUENCE OF THE NETWORK ON THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS IN THE INFORMATION AGE

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. This kind of autonomy of students should be protected and affirmed. We must excavate the network medium carrier function, Unblock the appeal feedback channel, better understands the student, grasps them to the education activity real feeling. At the same time, we should respect this autonomy.

Respect autonomy, to grasp the "need" this key word. Demand is the eternal theme of human society, but also the basis and starting point of People's action. College students receive higher education, is a social group with high comprehensive quality, their main need is to achieve self-development, to win social respect of the high-level needs. We should aim at improving students' moral cultivation and promoting students' comprehensive development, so that this goal can be closely matched with students' personal development needs, the internalization of ideological and political education has become the internal demand of college students' growth and talent, and has formed a strong drive and consciousness of education.

As the impact of Internet technology on the development of human society continues to deepen, college students are also faced with increasingly diversified choices, which determines that college students' ideological and political
education must "look at the dishes and put them in the pot." To provide college students with a greater variety of choices, college students are happy to choose the alternative. The first is the choice between network and reality. At present, the university student likes the network, is keen on the network life, habitually ties up the network life and the real life closely together. In the face of this situation, we should give full play to the incomparable intellectual resources and brand effect of colleges and universities, and stimulate students' sense of belonging and pride to the reality of the school. We should constantly enrich the connotation of campus culture, further build a practice-oriented campus culture, focus on developing the function of cultural education, call on students to learn from practice, learn from the people, and let the idea of unity of knowledge and practice take root in the hearts of the people, attract students with the campus culture with the connotation, so that students become the builders and beneficiaries of campus culture, followed by the choice of inside and outside the campus network.

In the network virtual world, the value, culture and information are multi-dimensional, the information source is broad and new, and the learning resources are various and complete, which has a profound influence on the thinking consciousness and knowledge constitution of college students. Since ancient times, the education we advocate and pursue is individualized education according to students' aptitude, not mechanized education. Contemporary higher education should inherit the quintessence of Chinese traditional educational thoughts, be inclusive, respect pluralism, encourage ideological emancipation and emphasize the cultivation of individual talents. The ideological and political education of college students in the Internet age should be based on practice and student satisfaction as the sole criterion to test the effectiveness of the work.

2 THE INNOVATIVE CHALLENGE OF THE NETWORK TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS IN THE INFORMATION AGE

2.1 Weak awareness of web applications

Ideological and political education workers in colleges and universities lack of awareness of the importance of the network, the use of the network innovation awareness of ideological and political education in colleges and universities is weak. The innovation of ideological and political education in colleges and universities needs to keep up with the social situation, understand the new characteristics of educational objects, and take effective methods to ensure the effectiveness of education. In the past practice of ideological and political education in colleges and universities, the ideological and political educators mainly rely on systematic summary and experience analysis, on "pure philosophical deduction and popular rational speculation", these limitations more or less affect the ideological and political education practice of scientific and technical level. The ideological and political education in colleges and universities in the Internet age has broken through the limitations of traditional research methods and the one-sided predicament of research data, and has realized the collection of all data samples of educational objects, which is incomparable to sample sampling. Not only that, through data collection and analysis to further master the characteristics of the needs of college students, turn the boring "indoctrination education" into lively knowledge exchange, and stimulate the enthusiasm of college students to participate in learning, thus achieves the university thought political education to enter the heart the brain the fundamental goal. Influenced by traditional ideas, ideological and political educators in colleges and universities have neglected the improvement of information literacy in their quality structure, and are not accustomed to teaching, managing and serving through the Internet, the appeal, vitality and influence of ideological and political work in colleges and universities have been dispelled to a certain extent.
2.2 **Insufficient capacity to apply new media technologies**

At present, the professional characteristics of ideological and political theory teachers in some colleges and universities determine that they have certain limitations in the use of network information technology and new media, the overall level of media literacy and information literacy is not ideal. Accordingly, the media literacy of college students, especially their ability to use new media technology, is generally better than the ideological and political theory teachers. Specifically, some teachers of ideological and political theory courses in colleges and universities can not integrate the new network media technology with the ideological and political education in colleges and universities, not good at using the network mining fresh examples, credible arguments to carry out ideological and political education; Not good at the use of network 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; Used to the traditional methods of indoctrination, reprimand, criticism, etc., the comprehensive use of the network to understand the situation of the object, to identify the individual needs of students, to grasp the law of changes in students’ thinking, and to guide accurately and actively, resulting in the weak pertinence of ideological and Political Education in colleges and universities, its vitality, affinity, infectivity and appeal have not been well highlighted in the actual work.

2.3 **Low network resource utilization**

Under the background of the network age, the use of the network to promote the ideological and political education in colleges and universities to realize the inherent innovation from the network ideological and political education to the "ideological and political education in the cloud" and "intellectual ideological and political education", it is a key measure to accelerate the improvement of the quality of ideological and political education in colleges and universities to set up a new modern mode of cooperative education, which integrates ideological education, ability cultivation, quality promotion and value guidance. However, due to the limitations of core technologies, funds, policies and infrastructure, the ideological and political education in colleges and universities in the network era is facing the problems of "privatization", "fragmentation" and "decentralization" of data resources. On the one hand, the "privatization" of the network resources of ideological and political education in colleges and universities hinders the resource sharing. At present, colleges and universities are strengthening the construction of educational information, but influenced by the "compartmentalization" pattern of departments, they have built numerous data management systems, the data and information of college students are controlled by the admission office, the Educational Administration Office, the degree office and the Student Affairs Office, on the other hand, the fragmentation of the network resources reduces the ability of data interpretation, which results in the "privatization" of the network resources. Due to the "privatization" of network resources, the fragmented learning and holistic learning of college students coexist, and the data and information of college students exist in a non-systematic form, the data resources of ideological and political education in colleges and universities present the form of "fragmentation", which makes it impossible for colleges and universities to realize the deep interpretation of ideological and political education through the network.

3 **THE INNOVATIVE STRATEGIES OF THE NETWORK TO THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS IN THE INFORMATION AGE**

3.1 **Innovation of teaching concept**

Ideological and political workers should make full use of mobile new media platforms, build educational platforms with clear themes and rich content, improve their ability to use internet media, and grasp students’ ideological trends in a
timely manner through new media platforms, carry out some ideological and political education work pertinently. In addition, teachers actively use new media to launch micro-blog accounts, wechat public accounts, and so on, and suggest a long-term and effective interaction model with students, vertical development, to promote some positive educational information to students. On the other hand, face the students in time, listen to and understand the students’ real thoughts, and solve the employment problems and psychological problems faced by college students. The main attention is that, when using the internet to carry out ideological and political education, teachers should take the initiative to communicate and discuss with students in an equal manner, and solve various problems in students’ life and study in time. In addition, teachers can often visit websites that students prefer, grasp topics that students care about in a timely manner, and use the internet to bring teachers and students closer together, as it is easy to build up a sense of familiarity with each other in the same space, this makes the popular model of education more acceptable to students.

3.2 Innovation in teaching methods

The ideological and political education in colleges and universities should master students' ideological trends and improve students' participation through the combination of network education and classroom learning mode. The Internet is a very common communication device at the present stage. Students who are confused in real life can communicate with students actively on the internet, this online + offline education can really play a network platform of educational functions. At the same time, many new problems will arise in the network virtual space, which shows that teachers can not rely on the network education completely, but use the form of classroom learning and network guidance to promote each other, in this way, we can not only arouse the students' desire to participate, but also get rid of the past too single and boring teaching model, and make the ideological and political education have a stronger appeal. Online education has become a very important and mainstream way of education, online teaching is characterized by exceeding the space limit, teachers use to carry out targeted education, take the employment of graduates as an example, in the face of the sudden epidemic, disrupted the job-hunting plans of college students, so teachers in ideological and political education will focus on students' career planning. On the one hand, ideological and political personnel understand the employment intention of students, help students integrate and push all kinds of information, to achieve a fine promotion, reduce student anxiety. On the other hand, guide students to interview online, using the form of online sharing sessions, for students to introduce the examination and interview experience in detail, make full use of all resources information, broaden the employment channels for students.

3.3 Innovation of teaching platform

The Internet provides a new opportunity for the ideological and political educators in colleges and universities to actively understand the current ideological state of students, and timely use of the internet to carry out targeted guidance and analysis. For example, some colleges and universities have set up a "counselor says" column, which aims to find the core points of ideological and political education by integrating teachers' expertise, and actively communicate with students on an equal footing with what students have said, enhancing the attraction of ideological and political education. The innovation of ideological and political education platform also reflects the "integration" of the working platform. On the one hand, by using audio and video, important information is uploaded to the network platform, gradually becoming a model that students like to accept, this can break the geographical and spatial constraints, to avoid the knowledge of the blind spot. On the other hand, it focuses on the realization of ideological and political education and transforms didactic teaching into a very rich teaching model, especially for freshmen, from the beginning of enrollment in the use of the internet will be subject to systematic monitoring, and the use of databases to grasp the dynamic information of students,
and on this basis to do a good record. If students violate discipline, the system will automatically track and analyze, and for the improvement of ideological and political education in colleges and universities to lay a solid foundation.

4 CONCLUSION
The ideological and political education of college students under the background of "Internet +" has, to some extent, restarted the prosperous situation of ideological and political education, and in a broader and more profound sense, take the lead in our current ideological and political education paradigm for a comprehensive review. But this is only the beginning. Compared with the growing confidence of mankind in information technology, the innovation of the content and method of ideological and political education is still on the way, we need to explore with greater courage and more persistent belief.

5 ACKNOWLEDGEMENTS
Predicted over the university-level key research project, name: Exploration on the organic integration of ideological and political education and guidance for College students in the post-epidemic, No. IFQE20202

REFERENCES