

The Innovation Path of Ideological and Political Education for College Students under the Background of "Internet +"

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Abstract. At present, the development of human society is progressing, and contemporary college students not only need to use the Internet in their study, but also in their life. Therefore, the combination of the Internet and contemporary college students' ideological and political education will become an inevitable trend in the future decades. This thesis mainly analyzes the connotation of "Internet +" in Ideological Education of college students, and points out the opportunities and challenges faced by college students' Ideological and Political Education under the background of "Internet +", so as to analyze and explore the innovative ways of Ideological and political education for college students under the background of "Internet +".

Keywords: Internet +, college students' ideological and political education, innovation path.

1. The Definition of Connotation

The so-called ideological and political education of college students is a course teaching activity, which means that educators systematically impart ideas, political concepts and moral norms to the educates, which can enable the educates to meet the ideological and moral standards required by the society. From the perspective of Ideological and political education in Colleges and universities, ideological and political education mainly focuses on cultivating students' moral quality. In other words, ideological and political education in Colleges and universities aims at cultivating high-quality talents. The current era is the network information era. The network information explosively appears in the form of fragmentation. Therefore, the ideological and political education in Institutions of higher learning, whether in teaching content or teaching methods, should be adapted to the development of the times. In essence, the ideological and Political Education under the "Internet +" mode is a sublimation of the ideological and political education in Colleges and universities. However, it not only introduces the Internet technology into the ideological and political education at present, but needs to constantly adapt to the development of the former era. More noteworthy is that we need to correctly understand ideological and political education in accordance with the way of Internet thinking, so as to make the teaching mode develop towards a systematic direction.

2. New Opportunities

2.1 Enriching the Resources of Ideological and Political Education in Institutions of Higher Learning

It has to be said that the emergence of Internet technology has brought great convenience to people's production and life. At the same time, the Internet has a very important feature is the wide range of information, the Internet has become one of the most important means for people to obtain consulting content and information. At present, the ideological and political education in Institutions of higher learning is mostly based on textbooks, and the content of Ideological and political education in Institutions of higher learning is mostly confined to the arrangement of textbooks. Therefore, the content of many textbooks is lack of novelty, which cannot improve students' interest in learning and their ideological and moral quality. However, due to the emergence of the Internet, this phenomenon can be solved scientifically and effectively. Teachers and students can obtain a variety of rich knowledge and educational resources through the Internet, thus significantly breaking the previous situation of the traditional ideological and political education content simplification, but also using current hot spots and students interested in content for teaching, which not only broadens students'

thinking, but also greatly stimulates students' enthusiasm for ideological and political learning. In addition, scientific and effective use of "Internet +" to collect teaching resources for ideological and political education can also supplement traditional textbooks.

2.2 Enhancing the Efficiency of Ideological and Political Education in Institutions of Higher Learning

The ideological and political education in Institutions of higher learning attaches great importance to the dissemination of the spirit of the times. Its educational content also needs to keep pace with the pace of the times, and integrate the most advanced teaching ideas, curriculum contents and political spirit, and ensure that the timeliness of Ideological and political education in Institutions of higher learning is improved. For example, the ideological basis of institutions of higher learning needs to integrate the concept of "Chinese Dream", the spirit of craftsmen and the spirit of the Nineteenth National Congress and so on. In addition, educators need to start from the current hot spots, and carry out spiritual transmission through various major conferences and political events, so that students can better understand the current political trends. In addition, ideological and political education in Institutions of higher learning also needs to have the characteristics of the times and improve the real-time nature of Ideological and political education. However, the Internet has broken the limitations of time and space. At the same time, the Internet has also promoted the dissemination of information and greatly improved the timeliness of information resources acquisition. In addition, relying on the advantages of the Internet can significantly improve the timeliness of Ideological and political education in Colleges and universities.

2.3 Improve the Interaction of Ideological and Political Education Among College Students

With the development of Internet technology, some Internet-related products have emerged, such as QQ, Wechat and Weibo. These applications or media platforms have achieved two-way communication, and promoted the communication and communication between Internet groups [7]. Undoubtedly, these applications and media platforms also build an ideal interactive platform for teachers and students, which can help colleges and universities to carry out ideological and political education, and also build a good teacher-student interaction relationship. At the same time, many applications, such as Wechat and QQ, can upload all kinds of transmission files and teaching videos, and send all kinds of customized motions and expression packages, so as to promote the communication between teachers and students, and build a harmonious learning atmosphere, so that students can constantly accept ideological and political education in a good atmosphere, thereby improving their comprehensive quality.

3. New Challenges

3.1 The "Internet +" Mode is Attacking the Mainstream.

At present, the Internet technology is developing rapidly, and the Internet has a high degree of openness, which also provides a lot of platforms for cultural communication. In addition, because the Internet covers a large amount of information, thus aggravating the phenomenon of diversification. At present, the Internet is developing in a diversified direction. At present, many Internet public opinions have begun to occupy the voice of our media, and constantly impact the traditional mainstream media in our country. It is worth noting that Western countries will combine their own advanced network technology and advantages, and use the Internet not only to export and penetrate. Therefore, Western winners will use a variety of high-tech electronic products, such as mobile phones, computers, or in the form of music, movies and other forms of dissemination of their ideological values and culture. Over time, the western countries continue to invade our country's culture, which makes many college students gradually shake the national moral and cultural values deeply rooted in their hearts, which undoubtedly seriously hinders the progress of our ideological and political education.

3.2 "Internet +" Mode is Challenging the Authority of Ideological and Political Educators

In the traditional education mode of our country, because of various restrictions, such as region, time and educational resources, most of the channels for college students to acquire cultural knowledge come from educators' education to them. Therefore, educators who disseminate ideological and political education are also trusted and worshipped by students. "Internet +" can not only promote the continuous improvement of the global knowledge base, but also enable students to acquire the knowledge they need at any time, place and occasion. Therefore, educators have gradually lost the monopoly power of knowledge. Therefore, because of the "Internet +" mode, the boundaries between educators and educators are not as good as before. Clear. In addition, the new era also puts forward higher requirements for the ideological and political education of College students, requiring the ideological and political education of colleges and universities to be advanced and epochal. At the same time, with the continuous development of the Internet, the speed of knowledge updating is also faster and faster, and the knowledge system before the ideological and political educators also need to keep up with the pace of the times, but many educators do not realize this point.

3.3 "Internet +" Mode is Improving the Difficulty of Network Supervision

Traditional media, such as books, newspapers, television and so on, are all spread in a one-way mode. Many audiences are passively accepted, but the voice of public opinion is also one-way and single. Therefore, in order to improve the speed of information dissemination and build a good public opinion environment, traditional media need to selectively filter and disseminate information, which also reflects the autonomy of traditional media. It is worth noting that the Internet not only provides a two-way interactive platform, but also makes it easy for netizens to gradually publish various discourses that are not conducive to the dissemination of correct ideas and values in China on an equal and open platform. Moreover, on the Internet, the degree of Internet users' education varies greatly. Therefore, under the current "Internet +" mode, the supervision of the network should be increased as much as possible. Moreover, for the dissemination of correct ideas, bad language on the Internet is indeed a huge threat.

4. The Exploration of Innovation Path

4.1 Building a Mobile Network Platform for Ideological and Political Education

The current era is the era of the Internet. Therefore, ideological and political education in Colleges and universities should first accept the platform of the Internet. At the same time, ideological and political education in Institutions of higher learning should constantly abandon the backward teaching mode before, and actively integrate with the Internet to promote their own development. In the era of "Internet +", major industries have begun to build on the platform of network information technology, big data and cloud computing, so as to build an industrial chain combined with the Internet. For ideological and political education in Colleges and universities, if we want to continuously develop ideological and political education, we need to combine it with the current Internet platform. At the same time, the ideological and political education network platform of colleges and universities not only needs to be combined with micro-blog and micro-mail, but also needs to research and develop their own applications as far as possible, so that teachers and students can use computers and mobile phones to download and install. In addition, it can also promote teachers and students to access the ideological and political education resources of colleges and universities anytime and anywhere, so as to continuously share their learning experience.

4.2 Constructing the Mixed Teaching Mode of Ideological and Political Education

Due to the continuous development of the Internet, the ideological and political education network platform for college students has also ushered in a new teaching mode, which breaks the limitations of the front-line and off-line classroom, and can promote teachers and students to learn and progress together. If we want to make online classroom and offline classroom closely linked, then the O2 O

model is undoubtedly the most ideal way. Adopting the O2O mode cannot promote the continuous development and reform of the traditional classroom, but also promote the traditional classroom to better identify its own position under the current "Internet +" background, so as to ensure that it is not replaced by its own in the growing trend of the online classroom. Essentially, the ideological and political education of college students has accumulated abundant teaching experience in the traditional teaching mode. Therefore, at present, the traditional teaching mode will not be completely replaced by the network teaching mode. In the process of the development of network teaching mode, colleges and universities also need to constantly develop the offline teaching mode, and constantly combine the background of the current era, scientifically and rationally use the online teaching mode, so as to achieve the effect of both online and offline teaching quality improvement.

4.3 Focusing on Learning Experience with Students as the Core

In the process of classroom teaching, teachers should take students as the core and teach around the students' principal position. However, we cannot ignore the important guiding role played by teachers in the teaching process. Simply put, teachers are gradually changing from the traditional dominant position to the leading position. If teachers want to dominate the classroom, the relationship between teachers and students becomes the relationship between subject and object. Therefore, teachers often ignore students' learning experience. However, when teachers change from dominant position to leading position, they can see the relationship between themselves and students equally. Therefore, they can communicate better with each other and become the relationship between subjects. In this way, teachers can not only maintain their important position in Ideological and political education, but also pay more attention to the students' psychological feelings, and pay attention to the differences between different students, thus teaching in different ways. These are also the ideological and political education models in Colleges and universities with students as the core. At the same time, because students can get the attention of teachers for a long time, more and more students will gradually like the classroom, and thus like learning. Therefore, only by treating students equally and giving them constant guidance and help, can we really get the trust and support of students, so as to make students love class and study, and promote the improvement of the teaching quality of Ideological and political education in Colleges and universities.

4.4 Enhancing the Ultimate Experience and Fan Effect

In the current context of the Internet era, a large amount of information generated will not cause people to pay too much attention, but those often concerned about information can affect people's production and life. Therefore, from the perspective of Ideological and political education in Colleges and universities, colleges and universities should also provide students with appropriate user locations, so that teachers and students can learn on the Internet platform and enjoy learning, so that more teachers and students can actively access relevant educational resources. In different colleges and universities, there are many excellent teachers in the ideological and political education team. In the past, the use of offline classroom teaching model, excellent teachers in different regions cannot be integrated together, but now different, through the Internet, excellent teachers in all parts of the country can share their teaching process and teaching experience to other teachers and students through the way of online classroom. For students, online classes enable them to acquire knowledge at any time, and when there is something they don't understand, students can also use playback mode to watch teaching videos again. As far as teachers' education is concerned, they can obtain high-quality teaching resources shared by colleagues all over the country, so as to better improve their teaching quality. At the same time, the platform can also discover and recommend excellent teachers through big data analysis, so as to improve the influence and competitiveness of the platform and increase more fans.

5. Conclusion

At present, our country is in the critical period of social transformation, and the ideological and political education in Colleges and universities still needs a long time to improve. Nowadays, under the background of "Internet +" in the new era, how to do ideological and political education for college students becomes very important. After investigation and research, it is concluded that colleges and universities should try to avoid the adverse effects brought by the "Internet +" era, so as to make scientific and rational use of the Internet bring convenience to the teaching mode, and constantly explore new ways and new models for the development of college students' ideological and political Education under the background of "Internet +".

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