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Research on the Innovation Path of University Network Education Platform

Taking the Construction of Network Ideological and Political Workshop of SICE, UESTC as an Example*

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Abstract—In the new situation, effective and in-depth college moral education requires the innovation and construction of college network platform to make the Internet an effective tool for moral education. The paper starts with the notions of online college moral education platform, using the example of online moral education workshop platform building in School of Information and Communication Engineering, University of Electronic Science and Technology of China. The paper establishes three major paths of innovation: theory innovation, field innovation and mechanism innovation. These paths facilitate the building of online moral education platform. In this way, the platform intends to build a "community" of well-rounded education in the field of moral education and creates a mechanism that coordinates on-campus and off-campus resources, in-class and after-class resources, online and offline resources, and therefore, effectively improves the online moral education at this new age.

Keywords—college; online moral education; platform building; innovation paths

I. Introduction

In December 2017, the Ministry of Education issued the "Implementation Outline for the Improvement of the Quality of Ideological and Political Work in Universities". The outline clearly puts forward that colleges and universities should "give full play to the function of 'educating people through the network', vigorously promote online education, expand the network platform, enrich the network content, build a strong network team, and promote the traditional integration of ideological and political work with

information technology." On January 15, 2019, General Secretary Xi Jinping said during the twelfth collective study of the Political Bureau of the Central Committee, "It is necessary to comprehensively grasp the trends and laws of media integration and development, adhere to the direction of integration and accelerate the transition speed from the phase of addition to the phase of integration. Through process optimization and platform re-engineering, various media resources and production factors can be effectively integrated, and information content, technology applications, platform terminals, and management methods can be integrated and catalyzed to catalyze the qualitative change of integration and enlarge the overall effectiveness. In this way, a group of new mainstream media with strong influence and competitiveness can be created." This provides a fundamental guide for strengthening the construction of college online culture content and improving the quality of college online culture education. It also puts forward new and higher requirements for the promotion of internet culture education.

In the new era, in-depth promotion of the innovation and development of ideological and political work in colleges and universities requires active, comprehensive, and in-depth use of new media to carry out student ideological and political work. The construction of the network education platform is the prerequisite and basic project for the synergy of education subjects, education methods and education contents. In the new era, it is necessary to grasp the characteristics of the times, actively explore the innovative path of the network education platform, optimize the education function of the network platform, effectively enhance the effectiveness of network education, and realize the new development of college ideological and political work in the network age.

II. OVERVIEW OF UNIVERSITY NETWORK EDUCATION PLATFORM

The network education platform of colleges and universities is a network work carrier used in the process of university education activities in order to achieve a certain education effect. "Open cyberspace has become an important information platform for college youth to obtain information, exchange ideas, and influence each other." [1] Colleges and universities must effectively solve student problems and achieve good education. In recent years, the network education platform of colleges and universities has carried out many useful explorations and practices in the ideological and political education of college students. Great progress has been made in the construction of university network platforms, and a number of influential online education platforms have emerged, which has improved the effectiveness of ideological and political education in the network environment. However, judging from the new requirements of the development of the times and the new characteristics of students, there are some problems and deficiencies in the current platform construction and operation. For example, there is no vitality, inconsistency, exquisiteness, or lack of prominence facing new challenges in the current new situation.

In order to promote the development of ideological and political education to a higher level in the new era, the construction and development of network education platforms in colleges and universities need to be innovative on the path. It is necessary to break the single situation that teachers used to publish content as the main body of online education and students accepted passively as objects of online education. Through diversified forms, diverse carriers, and rich content, the appeal of the online education platform will be enhanced, and the effectiveness of online education will be brought into full play.

III. ANALYSIS ON THE INNOVATION PATH OF UNIVERSITY'S NETWORK EDUCATION PLATFORM WITH CONSTRUCTION OF THE "ICT IDEOLOGICAL AND POLITICAL WORKSHOP" AS AN EXAMPLE

At present, the construction of a network education platform for colleges and universities needs to focus on ideas, positions, mechanisms and other aspects to innovate education elements to form a collaborative education system for students' ideological and political work inside and outside the school, inside and outside the classroom, and offline. Therefore, colleges and universities really firmly grasp the development pulse and right of discourse of network education in the new era. The School of Information and Communication Engineering of the University of Electronic Science and Technology of China has intensified theoretical research and practical exploration of platform construction on network ideological and political education for many years, and established an "ICT ideological and political workshop". The workshop aims to build a new era of the "three aspects of cultivation of people" network based on new media. Relying on the college's official WeChat public account, "Information E Home", the university takes full advantage of the powerful education function of the new media platform in light of the different characteristics of the subject and object of education, combining the characteristics of contemporary college students and the actual situation of education, enhances the timeliness and effectiveness of online ideological and political education.

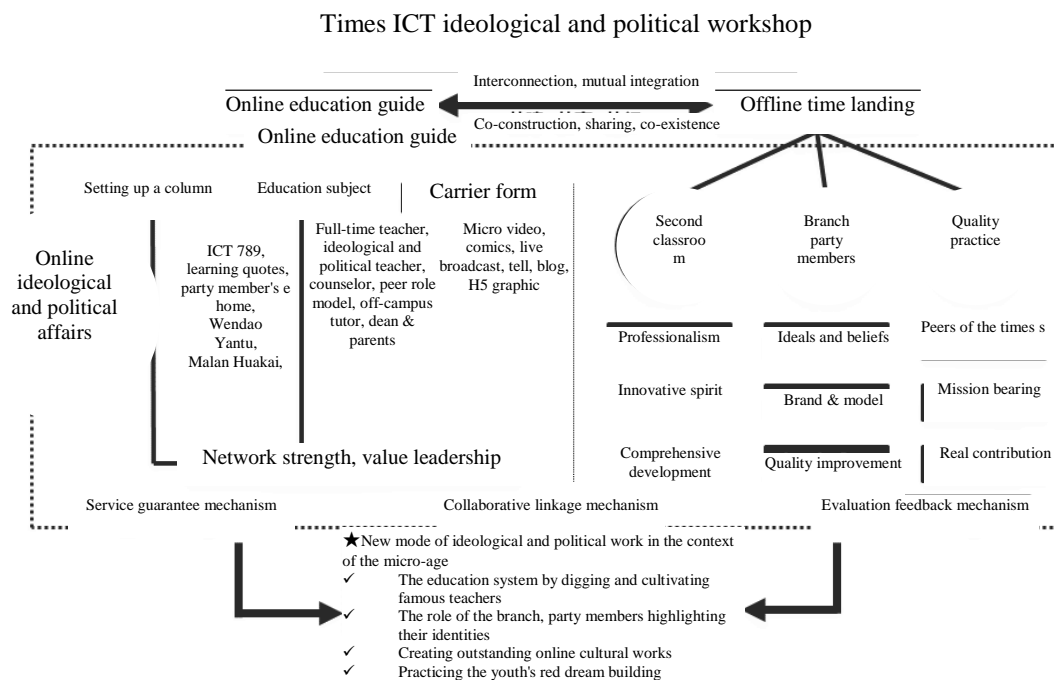Times ICT ideological and political workshop

Fig. 1. Framework chart of ICT ideological and political workshop.

Times ICT ideological and political workshop, online education guide, offline time landing, interconnection, mutual integration, co-construction, sharing, co-existence, online ideological and political affairs, setting up a column, education subject, carrier form, ICT 789, learning quotes, party member's e home, Wendao Yantu, Malan Huakai, full-time teacher, ideological and political teacher, counselor, peer role model, off-campus tutor, dean & parents, micro video, comics, live broadcast, tell, blog, H5 graphic, network strength, value leadership, second classroom, branch party members, quality practice, professionalism, innovative spirit, comprehensive development, ideals and beliefs, brand & typical, quality improvement, peers of the times, mission, true contribution, service guarantee mechanism, collaborative linkage mechanism, evaluation feedback mechanism, new mode of ideological and political work in the context of the micro-age, the education system by digging and cultivating famous teachers, the role of the branch, party members highlighting their identities, creating outstanding online cultural works, practicing the youth's red dream building

A. Idea Innovation: Unifying the Ideal Direction and Behavior, Closely Following the Theme of the Times, and Singing the Main Theme

As an ideological and political educator in colleges and universities, it is necessary to adhere to the fundamental tasks of strength moral education and cultivate people, to lead by socialist core values, to promote the main theme and spread positive energy in cyberspace. It is necessary to achieve the same goal direction and set the direction and guide banner in the construction of the network education platform.

1) Consistent thinking, strengthening identification, and improving value leadership:

"The foundation of colleges and universities lies in strengthening moral education and cultivating people." This is the major mission of colleges and universities and the fundamental mission of higher education. This mission runs through the whole process of education and unifies thinking. It is necessary to make use of the network platform to comprehensively strengthen the construction of the ideological and political work system in colleges and universities. It is necessary to strengthen value guidance and guide students to closely integrate personal ideals with national social development. It is necessary to strengthen students 'cultural self-confidence, take patriotism as the core connotation of campus culture, cultivate students' patriotism and struggle spirit, integrate the historical mission of strengthening the country and the state into the blood of teachers and students, and practice the core values of socialism with practical actions.

In the new era, the network education culture of colleges and universities must integrate history, stand on the present, face the future, show strong spiritual power, and guide students' ideals, beliefs, emotions, values, and behaviors in a subtle way, at the same time play a role in stimulating, guiding and supporting cultural identity and inheritance. "Universities should be guided by the core values of socialism, supported by the construction of network positions, and thoroughly explore the educational functions of cultural heritage, ideological penetration, and practical education of the network culture, and enhance value leadership." [2]

2) Unifying goals and development thinking, and keeping up with the trend of the times:

General Secretary Xi Jinping pointed out the need to "cultivate a positive, healthy and up-to-date network culture, nourish people's hearts and the society with the core values of socialism and the outstanding achievements of human civilization, and achieve positive energy and high theme. It is necessary to create a clean and upright Internet space for the majority of netizens, especially young people." Network education in colleges and universities should be guided by a common goal and work together to train socialist builders and successors. Through network education and guidance, focus on strengthening youth ideological and moral construction, guides young people to establish and practice core socialist values.

It is necessary to unify the development thinking, build consensus, carry out the "Network Education" theme practice activities in an all-round way, keep up with the trend of the times, and adhere to the concept of education in all aspects and links of network education. Efforts will be made to promote the effectiveness of online education in colleges and universities, promote the in-depth education of online education, and form a good pattern of integration and promotion of online and offline work.

3) Unifying the direction to create professional teachers, and forming a joint force for educating people:

At present, the subject of network culture education in colleges and universities is dominated by counselors, which has a clear single-center characteristic. "In the new era, in the context of the integration of virtual and reality, the single-centered subject structure no longer meets the needs of network culture and education, and the diversity of subjectivity is increasingly prominent" [3]. It is necessary to stimulate the role of these spontaneous subjects, help the network culture to educate people in a more standardized way, effectively play the role of educating people, and broaden the radiation platform. The main bodies of all levels and fields are absorbed in this platform and give full play to the roles of all parties. Therefore, colleges and universities in the field of network education need to invest multiple subjects into the work of network culture and education in order to improve the coverage, flexibility and sensitivity of subject groups.

This article uses the "ICT ideological and political workshop" network education platform of the University of Electronic Science and Technology of China as an example to address the different characteristics of the subject and object of education. The educating subject of ICT ideological and political workshop is led by college counselors, giving full play to the leading role of ideological and political counselors. At the same time, professional teachers, teachers of ideological and political classes, tutors outside the school, parents of students, outstanding alumni [4] and outstanding

students are invited to participate in all aspects of the college's network ideological and political education work to create a "education community," forming a joint force to guide the shaping of students' values.

B. Frontier Innovation: Interconnectedness, Mutual Integration, Online and Offline Concentricity, Playing a Good Combination Punch

Based on the predicament of the construction of university network platforms, universities must thoroughly understand the current reality of imbalanced and inadequate development of network ideological and political education in universities, and clarify the core and key points of position innovation. Combining the characteristics of contemporary college students and the reality of the current educational situation, colleges and universities must adapt the network education position to the new era and the new situation of the development of the network society, and build a comprehensive network work platform. It is necessary to develop from the education object and carry out the top-level design, build a network education platform for colleges and universities, and respond to the needs of the education object.

The School of Information and Communication Engineering of the University of Electronic Science and Technology of China uses "ICT ideological and political workshop" as its network education position to ensure that the construction of network culture continues to progress in an organized and orderly manner. It is necessary to integrate the resources of the network platform, consolidate the position of the all-media, synchronize the platform construction and content production, prosper the network culture, concentrate strength, brainstorm and gather high-quality products, and constantly launch online cultural works that meet the tastes of young students.

1) Architectural interconnection: the link between online and offline education:

At present, the integration of online education platform is the only way for the development of online education, and it is also the main feature of online education in universities. The integration of online education platforms is mainly the connection between online platforms and offline platforms. The advantages of the online education platform are its wide spread, fast spread, massive data, and sharing. The advantages of the offline education platform are its strong interactivity and practicality. It can make online and offline a whole in the process of educating people through network culture. Combining features and utilizing advantages to connect online and offline education platforms is to combine their different advantages and characteristics and make full use of them, so that the advantages of different platforms can be fully utilized.

The ICT ideological and political workshop online ideological and political column is presented in various forms such as micro-video, comics, radio, live broadcast, blog posts, and HTML5.0 graphics. It has now created 7 major brand columns: learning quotes, party members, home, Xintong 789, YouthTalks, Malan Huakai, Wendao Yantu, Xintong Interview. The offline practice platform includes a

series of high-quality activities such as teacher talk, branch party members +. In 2018, the online thinking of "Online and Offline Connectivity, New Ideas Should Be Deep into the Heart of People-Taking the Undergraduate Backbone Mission to Study and Propagate the New Ideas of" Trial "," Speak ", and" Research "as a network thought political case launched by the workshop won the second prize of outstanding research achievements in ideological and political education of the Chinese Institute of Electronic Education.

All kinds of subjects make full use of online platforms to enhance the influence and timeliness of ideological and political education, expand the audience's coverage, attract the attention of online education objects, and spark their thinking. At the same time, through sharing, communication and discussion on the offline platform, they can also strengthen the audience's deeper understanding of ideological and political education, and can extend the role of online education to offline. In the process of practice, we have concluded that the combination of theoretical education and offline practice can only achieve the purpose of improving the effectiveness of online education.

2) Platform interoperability: building a sound platform education platform:

College online education should attach importance to innovation and development, integrate campus web sites, theme websites, academic websites, official WeChat, official Weibo and other official campus network platforms, and focus on creating a widely influential ideological and cultural platform. "The network education platform should make full use of the advantages that the network and reality can be synchronized to mine a variety of network information resources," [5]. In the actual development of Internet ideological and political work, colleges and universities should carry out network ideological and political education in a form that students like, replace examples of traditional stereotypes with examples close to life, and replace traditional single-line indoctrination with network discussions. Combining static texts, pictures, and dynamic videos and videos, and transmitting knowledge to students through modern terminal equipment, education is adopted in a way that is close to the learning life and is conducive to students' acceptance.

Taking "ICT ideological and political workshop" as an example, the workshop has opened a series of special columns based on the characteristics of students, including "learning quotes", "party members e home", "Xintong 789", "Youth Talks", "Wendao Yantu", "Malan Huakai" and so on.

In order to improve students' theoretical accomplishment, the platform has opened a "Learning Quotations" column, which aims to guide the backbone of students to carry out a series of learning and preaching activities around Xi Jinping's new era of socialism with Chinese characteristics, promote the propaganda and interpretation of Xi Jinping's socialism with Chinese characteristics in the new era and the spirit of the 19th CPC National Congress.

In order to demonstrate the style of party members of college students in the new era, the platform has opened a

"party members e home" column, which aims to establish the typical party branch, party branch secretary, and typical member of the party, relying on the party member backbone theory study and preaching group, and strive to guide the youth endeavor.

In order to shorten the distance between the counselor and the students, educating people in the invisible, the platform opened a "Xintong 789" column. The college "post-70s", "post-80s", and "post-90s" counselors expressed opinions and education ideas through WeChat columns with various aspects such as ideals and beliefs, cultural heritage, hot comments, industry development, scientific research experience, teaching experience, talent inspiration, and life perception combined with practical work.

In order to listen to young people's voices and talk with them, the platform has opened a "Youth Talks" column, which provides a platform for young people to show themselves, encourages them to speak up, and actively spreads positive energy.

In order to fully implement the "three aspects of cultivation of people" concept and implement the measures of educating all employees, the platform has opened a "Wendao Yantu" column. It grasps the characteristics of "interactivity" and "openness", and presents the education and guidance of students' ideals, beliefs and learning development through full-time teachers in the form of teaching and scientific research practices, educating people, and keeping things quiet.

In order to encourage young people to closely integrate personal development with the needs of the motherland, the platform has opened a "Malan Huakai" column. This column is based on serving the talent needs of national defense construction enterprises and institutions, and national and local grassroots employment projects. It uses student employment as the main channel to guide graduates to take root at the grassroots level and take root in national defense.

3) Mutual integration of content: create a multi-layered education product system:

Cultural products serve as an important carrier of online cultural education. In addition to physical cultural works, such as online articles, online comics, and micro-videos, there are also spiritual cultural activities, such as online interactive activities on the theme of patriotic struggle, and publicity activities on the 19th National Congress of the Spirit. Judging from the predicament of the current online cultural works, the main problems of the current online educational cultural works are the narrow audience of the works, the low transmission rate, and the small influence. Therefore, as the subject of online education, it is necessary to reconstruct and optimize the production and dissemination of online works.

To carry out network education activities in the new era, we must keep up with the trend of the times, combine the characteristics of the times, adhere to the core values of socialism, and create more types of positive and positive online works. As the main object of online education, students should take full account of their needs and

acceptance methods. Carrying out activities with a high degree of student acceptance can ensure the effectiveness of online education. It needs to consider the needs of product audiences and innovate online products. "In many other aspects including content innovation, form innovation, means innovation, content innovation is the most fundamental, and famous products with deep content and emotional temperature should be created." [6] Colleges and universities need to improve the breadth and depth of their values and connotations, build the results into online cultural products, establish a brand, and truly enhance the influence and appeal of cultural products.

The "ICT ideological and political workshop" WeChat column has created a number of high-quality columns such as ICT 789, Wendao Yantu, Youth Talks, and party members' e- homes through various forms such as short videos, comics, live broadcasts, blog posts, and H5 graphics. Students are no longer passive objects to be educated, but participants in education activities to jointly develop multi-level education culture products. In 2017, the micro-video "The Birth of Party Representatives of the Nineteenth National Congress" launched by the workshop presented the selection qualifications and various processes of party representatives in the country in a simple and intuitive way; and in the second national college "two studies, one doing" branch style exhibition in 2018, it won the award of "excellent works of the student party branch micro-party course", a total of 10 nationwide.

C. Mechanism Innovation: Building and Sharing a Win-Win Situation, Strengthening Education Guarantee, and Improving Support

The effective exertion of the educational effect of the network platform requires a perfect mechanism to ensure it. In the top-level design, the School of Information and Communication Engineering of the University of Electronic Science and Technology of China pays attention to the establishment of a series of mechanisms to ensure the effective development of network platform education in terms of service guarantee, collaboration and evaluation feedback.

1) Cooperating and building together to enhance service guarantee:

A complete system is an important foundation for the construction of a campus network education platform, and scientific management is an important guarantee for the healthy development of campus network education. In order to grasp these two key points and build a network education service guarantee mechanism, the School of Information and Communication Engineering has carefully studied and implemented the spirit of relevant national documents on network culture, and combined it with the actual implementation of the school. According to the operating rules of cyberspace, the college has improved the rules and regulations on the construction of network culture, established a strong management mechanism to ensure clear powers and responsibilities, and clear responsibilities, and strengthened the standardized operation of the network education platform with system construction. The College

has established the "ICT ideological and political workshop special work leading group" headed by the party secretary, who is responsible for the overall leadership and guidance of the workshop. The college has set up special funds to provide funding guarantee for the operation of the workshop, from all aspects of manpower and funds to material support and guarantee. There is a special working group under the workshop, mainly composed of ideological and political counselors, who are responsible for planning, implementing and advancing various tasks. Under the leadership of the workshop, a student studio of the "Information E Home News and Media Center" has been established. It has cultivated a specialized student group of politically hard-minded, thoughtful, well-written, and proficient in online text editing, video production, animation production, painting, etc. The studio members are familiar with the student's ideological situation and network laws, and can work well with the counselors to carry out various activities of the ICT ideological and political workshop. "Universities should integrate the network education workforce, jointly manage the network and make good use of it, and effectively grasp the leading role of network management in universities." [1]

2) Resource sharing, and exerting synergy:

The School of Information and Communication Engineering insists on the same frequency and vibration, complementary advantages, and joint efforts to educate people, and actively builds a network-education linkage mechanism to exert synergy. The same frequency and vibration are to meet the urgent needs of colleges and universities to educate people, and to establish a tightly integrated network matrix in pipe networks and use networks, online and offline, intranet and extranet, theory and practice, schools and society, firmly grasping the initiative of network culture education in universities. Complementary advantages are achieved through effective coordination, achieving a high degree of integration of strengths, resources and information from all parties, complementing each other's strengths, and realizing the leap of network education from dispersed to aggregated, integrated to symbiotic, and quantitative to qualitative. Working together to educate people is to build a collaborative mechanism of online education to achieve one mind, the same direction and action, innovation and efficiency, forming an effect that is greater than the sum of the parts, and constantly enhancing the overall synergy of online education. Colleges and universities need to build a new media-based, online, offline, interlinked, and integrated university network platform to jointly build a shared innovation mechanism, and strive to create a "three aspects of cultivation of people" community. The need for "a deep understanding of the network education and coordination of colleges and universities is to coordinate and guide the network education system from a global perspective, strengthen the top-level design, and insist on strengthening moral education and cultivating people as the foundation of university education." [6]

3) Educating people for a win-win situation and broadening evaluation feedback:

The construction of the network education platform should follow the operating rules of new media, adhere to the audience orientation, establish a network evaluation and feedback mechanism, and continuously strengthen and improve the platform construction from the audience perspective. In operation, the "ICT ideological and political workshop" strives to explore and build an evaluation feedback mechanism for an efficient network education system. Through questionnaires, students' views on online education and their attitudes to online ideology and politics are investigated. It further clarifies the characteristics of students and the requirements for online education workers. Through case analysis, it can understand the problems and solutions in the network education system, and improve the construction of the network education system. Through the social impact of online education is evaluated through teacher and student satisfaction, student participation, activity coverage, parent peer recognition, and superior evaluation, etc., and a standardized evaluation system including evaluation subjects, evaluation procedures, and evaluation results is constructed. Through practice, it constantly improves the network education platform, makes the evaluation system more scientific, and improves the platform's network education effect.

IV. CONCLUSION

In the new era, with the rapid development of the network society, the opportunities and challenges of network education in universities coexist, and the importance and urgency of network education are increasing. Ideological and political educators in colleges and universities must adhere to Xi Jinping's new era of socialist ideology with Chinese characteristics as the guidance, actively adapt to and actively lead the development of the network society, actively build a network education platform, and explore network education path innovation.

The establishment and innovation of the network education platform in colleges and universities is a systematic project with multi-subjects, highly collaborative and multi-disciplinary mutual support. Based on the guidance of this concept, the School of Information and Communication Engineering of the University of Electronic Science and Technology of China uses ICT ideological and political workshop as a platform to carry out some explorations in network education for colleges and universities and has achieved initial results. In the long run, we expect to build a community consisting of all employees, the entire process, and all-round community based on the construction of the network platform and the "online education guidance + offline practice landing". In this way, the ideological and political education in the new era can be formed mutual exchange and integration inside and outside the school, inside and outside the classroom, and online and offline, establishing a pattern of collaborative education for students in ideological and political work.

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