Research on the Development Problems and Methods of Smart Party Building in Private Vocational Colleges from the Perspective of "Internet plus"

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Abstract. The Opinion of the Central Committee of the Communist Party of China on Strengthening the Political Construction of the Party clearly states: "Actively utilizing emerging technologies such as the Internet and big data, innovating the content and methods of party organization activities, and promoting 'smart party building'. Currently, applying smart party building to the party building work of private vocational colleges and promoting innovative development of smart party building in private vocational colleges, It is not only a practical need to solve the many problems faced by the party building work in private vocational colleges, but also a key link to improve the lack of innovation in the governance of party branches in private vocational colleges. However, there is a shortage of talents, significant room for improvement, and development process in the smart party building of private vocational colleges. This paper will provide a certain reference value and significance for the development of smart party building in similar private higher vocational colleges by studying the problems and solutions of smart party building in private higher vocational colleges from the perspective of "Internet plus".

Keywords: Internet plus; Private vocational colleges; Smart Party Building

1 PROBLEMS FACED BY SMART PARTY BUILDING IN PRIVATE VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF "INTERNET PLUS"

Our party has always attached great importance to the comprehensive and three-dimensional education of party members. Through continuous development, smart party building work in private vocational colleges has achieved phased achievements, but there are still some problems.

formality. The emphasis on form over content is mainly reflected in three aspects, namely the lack of emphasis on the construction of the party building platform interface, the lack of effectiveness in publishing content, and the lack of diversity in party member education methods.

Firstly, there is a lack of emphasis on platform interface construction. With the rapid development of the Internet, some private vocational colleges initially had a sense of novelty, actively establishing and updating in real time. However, over time, the construction of party building platforms in private vocational colleges has become flashy and impractical, becoming a website that no one cares about. Most interfaces are superficial and lack substantive content, making it difficult for party building platforms to survive.

Secondly, the content of party building lacks effectiveness. The content of party building published on websites, official account, platforms, etc. did not combine the actual life of the party group, resulting in the lack of interesting and vivid interpretation of the content of party building. [1] Unable to concentrate and patiently learn party building knowledge in the absence of a combination of sound, emotion, images, and text. There is a lag, and the content released by the smart party building platform of private vocational colleges is slower, without timely updates based on current events, which cannot further meet the actual needs of the majority of teachers and students, affecting the enthusiasm and learning efficiency of the teachers and students group.

Finally, there is a lack of diversity in the education methods for party members. Formal education methods lack innovation. Party member education is mostly conducted through online and offline lectures, watching videos, and other methods, lacking experiential, perceptual, and intelligent education methods. They prefer to use the internet for party member education, but fail to achieve the "immersive" teaching of party building knowledge online. This fixed education model gradually makes students tired of coping and lose interest. For the experience of Tiktok and VR exhibition halls, which are interesting to students, few vocational colleges dare to try, thus greatly reducing the attraction of party building work in private vocational colleges.

1.2   Insufficient composite talents for "wisdom+party building"

As the cradle of talent cultivation for grassroots party organizations, private vocational colleges are particularly important for the allocation of party building composite talents. Currently, due to various factors, there is a shortage of "wisdom+party building" composite talents in most private vocational colleges. The so-called "wisdom+party building" composite professional talent shortage refers to the lack of professional talents who understand both information technology and party building knowledge in private vocational colleges. On the one hand, the smart party building work in private vocational colleges has emerged with the rapid development of information technology. The "smart+party building" composite professional talents in private vocational colleges not only need to master theoretical knowledge of party building and be proficient in party building work, but also need to master professional technical knowledge such as language processing technology, artificial intelligence technology, PS technology, etc., do a good job in building smart party building websites and platforms, and update data in

a timely manner, Timely maintain the backend, etc. However, the party affairs workers in private vocational colleges can only use computers and the party affairs system simply, or can only write the offline party day activities into press releases and send them to the website or official account. They do not understand the deeper level of the network and do not have the ability to use "Internet plus" and artificial intelligence thinking to think about problems, Private vocational colleges do not have specialized institutions for party organizations to provide training on smart party building for party workers.

1.3 There are barriers to interoperability and interaction in the "smart" system

On the one hand, the platform data is not interconnected. The rational application of smart party building in private vocational colleges is not only for organizational and personal services, but also for the integration of resources. At present, there are many types of party building carriers in private vocational colleges, including platforms, websites, Tiktok, Weibo, QQ, WeChat official account and other types, but most of them have not realized the interconnection, intercommunication and real-time sharing of data on various platforms. [2]

On the other hand, the development level of interactive functions on the platform is relatively low. There are significant problems in the construction of interactive functions on smart party building platforms in private vocational colleges. For example, some party building platforms do not have the function of establishing party branch groups, adding friends, or forwarding and sharing among friends. [3]The platform did not fully consider the actual needs of teacher and student groups such as party members and party joining activists in private vocational colleges, and lacked channels for real-time interaction and exchange, resulting in relatively few communication and interaction between party branches and party branches, between party branches and party members, between party members and party members, between party members and non party members online and offline, and between party branch groups. Some party branches in private vocational colleges have not kept up with the pace of the times and have not fully utilized the Internet to build bridges for communication, interaction, and exchange with the teacher-student community. On the other hand, it also reflects that the interactive channels for smart party building in private vocational colleges are not sound, and the development level of interactive functions is relatively low.

1.4 The "intelligence" guarantee mechanism for party building needs to be improved

On the one hand, "Internet plus party building supervision" is not clear. With the continuous development of network information technology, party building work has gradually shifted to online, and party building supervision in private vocational colleges has also broken through the traditional mass supervision mode. [4]The online supervision mechanism of party building in private vocational colleges is still in its initial stage, and has not given full play to the network advantages of "Internet plus party building

supervision" with the popularization of smart party building in private vocational colleges to observe and supervise the new changes, new ideological trends and new situations of teachers and students. For example, if the supervision of college students' ideological trends, party discipline, etc. mostly depends on the ideological reports of counselors, teachers, class committees, college students and WeChat dynamic understanding and acquisition, it will lack timeliness, pertinence and progressiveness.

On the other hand, there are certain risks to information security. Before the launch of the smart party building system in private vocational colleges, some private vocational colleges did not conduct vulnerability detection, malicious code detection, and virus killing, while party building resources in private vocational colleges mainly rely on "network cloud" storage. [5]With the development of intelligent technologies such as face recognition and fingerprint recognition, students will accidentally leak and spread their personal data by logging in to the party building website, platform, official account, requiring registration, mobile phone verification, face verification, WeChat login and other operations, especially when voice recognition, image recognition and other AI technologies analyze and process teachers and students' daily speech content, web browsing, etc, Inadvertently, it can cause certain infringement on the privacy of teachers and students. Furthermore, in the era of the internet, information spreads rapidly, and the spread of rumors and negative information can easily lead to doubts and speculations from teachers and students who do not know the truth. [6]The student community has a weak sense of confidentiality and is unsure of the severity of the situation. Publishing classified information on online platforms, visiting illegal websites, or commenting, forwarding, or liking events that may cause online public opinion may be completely unknown, or posting inappropriate information on their social media WeChat groups, etc., causing adverse effects.

2   RESEARCH ON THE METHODS OF SMART PARTY BUILDING IN PRIVATE VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF "INTERNET PLUS"

2.1   Improving the Standardization of the Party Building Platform Interface

Firstly, optimize the interface of the party building platform. In short, it is to optimize the interface of the smart party building platform in private vocational colleges, so that the party building interface revolves around the core issues of party building. For example, in the "Smart Party School" interface, a "Party History Knowledge Q&A" module is set up to intelligently collect data on the Q&A situation, and to assess students' learning status through knowledge Q&A. Setting up a "questionnaire survey" module to conduct short and irregular surveys in a timely manner is helpful for understanding the ideological dynamics of teachers and students. It can also be used to test the satisfaction of the teacher and student community with training for activists, development targets, and probationary party members. Set up the "Development Footprint" module,

which records the process of the teacher and student group from applying to join the Party to becoming a formal party member. The teacher and student group can also check their actual situation at each stage in detail, understand their completion of ideological reports, understand their level of learning about Party history knowledge, understand the number of times they participate in Party Day activities, and be able to see their growth process at any time.

Secondly, timely maintenance of the party building platform interface. Doing a good job in maintaining the interface of the smart party building platform in private vocational colleges is conducive to preventing the smart party building website or platform from becoming an unwanted website. The party organizations of private vocational colleges should implement the responsibility of maintaining platform interfaces, clarify maintenance goals, and divide the maintenance areas of platform interfaces based on the strengths of party workers. Each party worker should be encouraged to view the areas they maintain in real time, conduct regular inspections, and maintain them in a timely manner. If maintenance is not timely or in place, corresponding penalties will be imposed. For example, if the platform interface encounters issues of being unusable, impractical, or difficult to use, performance penalties will be imposed on party workers responsible for the corresponding region. Timely maintenance of the party building platform interface not only improves the standardization of the interface and the user experience of teachers and students, but also lays a solid foundation for the formation of a smart party building work system in private vocational colleges that is linked up and down, jointly managed, jointly constructed, and scientifically operated.

2.2   Enhancing the Effectiveness of Smart Party Building Content

Firstly, enhance the vivid interpretation of party building content. We should rely on the internet to enhance the fun of the content of smart party building work in private vocational colleges, and then implement the fundamental task of cultivating morality and talents in private vocational colleges. The construction of smart party building content in private vocational colleges should mainly focus on text, images, videos, audio, and comics, supplemented by font design, and use artificial intelligence technology, natural language processing technology, etc. to make dull, uninteresting, and monotonous party building content interesting, vivid, and attract the attention of teachers and students.

Secondly, promote timely updates of party building content. The content of the smart party building release in private vocational colleges should be updated in a timely and appropriate manner according to the actual situation, and the timeliness and effectiveness of the party building information release in private vocational colleges should be strengthened to meet the actual needs of teachers and students. On the one hand, establish a reasonable update timeframe. Adopt automatic crawling or establish cooperation with authoritative websites at the central and provincial levels for technical docking, and timely update the party building content of private vocational colleges. To avoid causing boredom among the teacher and student community, updates can be made three to four times a week. We should ensure that there are fewer updates and more refined updates on regular holidays, and more updates on major holidays. We should

vigorously strengthen the update work at important time points. On the other hand, the content is refined and simplified, and the release frequency is moderately increased. The editing of party building content adopts the method of deleting complexity and simplifying, presenting the most important and exciting information and viewpoints in short essays, and then using simple and easy to understand ways to express the theory of the vast abyss of Marxism, in order to increase the frequency of updating party building content, meet the actual needs of teachers and students, and enhance their interest in learning Marxist theory.

2.3   Promoting the diversity of education methods for party members

On the one hand, the use of laser projection technology enhances the intuitive experience of learning. By using laser projection technology, documentaries, movies, newspapers, photos, etc. related to party building are directly projected onto fixed positions, and party building materials will be vividly displayed.

On the other hand, adopting VR technology to promote "immersive" education. Private vocational colleges can build party building VR exhibition halls and carry out distinctive intelligent classrooms. When conducting simulation teaching for party members, the Party Building VR Exhibition Hall can play an important role. With just one click to start, we can simulate practical teaching scenarios.

Strengthen the construction of a composite talent team of "wisdom+party building"

Strengthen the construction of a composite professional talent team of "intelligence+party building", and lay a solid foundation for the matching, strengthening, and sufficient talent of smart party building in private vocational colleges.

2.4   Strengthen the introduction of high-level intelligent talents

Private vocational colleges should attach great importance to using computer technology to carry out party building work and implement the fundamental task of "cultivating morality and cultivating talents" in private vocational colleges. On the one hand, there are certain requirements for the introduction of composite talents. When introducing composite professional talents in private vocational colleges, the focus is on introducing high-level talents with foreign learning experience and top domestic talents, and applicants are required to provide research results in recent years. Additionally, restrictions are imposed on professional and political aspects, and targeted recruitment of required talents is required. For example, introducing high-level college student party members who have graduated from computer science requires a certain understanding of party building knowledge and a determination to devote themselves to party building work in private vocational colleges. On the other hand, when introducing talents, private vocational colleges should not only provide generous treatment, but also provide competitive development space to attract high-level composite talents of "wisdom+party building". Firstly, a composite salary system is adopted, with administrative personnel primarily receiving job compensation and research personnel primarily receiving competency compensation. Different methods are adopted for different talents. In addition, reasonable requirements for composite talents should be appropriately met,

and the problems faced by "smart+party building" composite talents should be solved in a timely manner, so that they can feel the care of party organizations in private vocational colleges. Secondly, according to Maslow's hierarchy of needs theory, while satisfying salary and benefits, it is necessary to provide broader development space for talents.

2.5   Strengthen the training of existing party building staff

The formation of a team that loves party building work not only requires careful and patient selection before taking up the job, but also requires careful cultivation during the job. By strengthening the training of current smart party building staff, we will lay a pioneering foundation for the smart party building work in private vocational colleges to become more "smart". The design, programming, operation, and implementation of smart party building activities in private vocational colleges cannot do without the support of talents. The party building work in private vocational colleges requires both technical and party building knowledge talents, and the "wisdom+party building" composite talents are urgently needed. To this end, private vocational colleges need to actively train existing party building workers, develop reasonable and scientific training plans, and carry out a medium to long-term plan for 1-2 years based on training objectives, plans, methods, and methods.

Reserve Smart Party Building Talents in Private Vocational Colleges

The construction of "smart+party building" composite talents in private vocational colleges not only requires external introduction and internal training, but also a good reserve of party building talents. College students, as leaders and builders of the new era, as well as applications of smart party building in private vocational colleges, have a better understanding of everyone's needs for smart party building, and have a keen vision and long-term thinking about the Internet. Therefore, cultivating college students as reserve personnel for smart party building in private vocational colleges is the best choice. On the one hand, select a group of part-time college students with high ideological awareness, political level, and strong network technology, while also committed to party building and ideological and political work, and enrich them into the party building work team.

2.6   Enhance data interconnection and interoperability

A smart party building platform community is established between provinces and cities, as well as among private vocational colleges, to achieve collaborative development of party building data. In the way of public and private education, we learn from each other's experiences, organically integrate our own characteristics, and take the concept of "working together and developing together" to create a shared model of smart party building platform resources in private vocational colleges within a certain region, forming a situation where resources such as propaganda, education, and learning are shared. We aim to create a community of party building positions that complement the functions and resources of smart party building in various regions and private vocational colleges, Promote the smart competition and joint creation of private vocational

colleges, and promote the healthy development of smart party building in various provinces, cities, and private vocational colleges.

2.7   Improve information interaction channels

Improving the channels for intelligent party building information interaction in private vocational colleges, improving and strengthening the interactivity between teacher and student groups, is conducive to establishing effective connections between party organizations in private vocational colleges and every student party member online and offline. Strong interactivity is one of the most prominent advantages of "Internet plus". The creation of the "cloud" platform for smart party building in private vocational colleges should also make full use of this advantage, subvert the traditional interaction mode of party building between teachers and students, and transform from "one-to-one" "- to many" to "many to many". In the interaction between teachers and students, it is conducive to the multi-channel, multi-level, and multi-dimensional interactive learning of party members. On the other hand, establish an interactive group for party building platforms. Smart party building in private vocational colleges should use computer technology to break conventions, establish party member interaction groups through party building platforms, and improve the interaction rate of party members. The management personnel set up the function of "actively upgrading group members to friends" in group management, so that teachers and students in the same group can actively become friends. After members in the group actively upgrade to friends, they can privately share exciting articles and videos, and also engage in interactive activities such as challenge answering. The party building platform interactive group is more effective for party members to obtain party building information and indirectly enhance interactivity.

3   SUMMARY

Under the background of "Internet plus", the party building work of private vocational colleges is facing new opportunities, new thinking and new challenges. How to efficiently, solidly and excellently complete the guidance of smart party building work to private vocational colleges and maximize the creativity of party building workers is particularly important.

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