Research on the Supply Side of Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

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Abstract. Under the background of "Internet +", information technology and information products have become the main characteristics of this era. Therefore, we should strengthen the research on the characteristics and significance of "Internet + ideological and political education in Colleges and universities", clarify and analyze the current situation and problems of Ideological and political education in colleges and universities under the current "Internet +" background, so as to find a way out of ideological and political education in colleges and universities based on the "Internet +" background, which is conducive to improve the ideological level and moral quality of college students. At the same time, it is also of great significance to promote the further development of ideological and political education in colleges and universities.

1. The Ideological and Political Situation of Colleges and Universities under the Background of "Internet +"

1.1 The Research Status of Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

In essence, ideological and political education in colleges and universities is a planned and organized educational practice to let college students accept Marxist theory and mainstream values, so as to meet the inner spiritual needs of college students. In the conference organized by Xi Jinping from December 7th to 8th, 2016, concerning ideological and political work in colleges and universities, emphasized that we are supposed to make good use of the main channel of the classroom teaching. In addition, we should also persist in improving the ideological and political theory in teaching, enhance the affinity and pertinence of ideological and political education, and meet the needs and expectations of students' growth and development.

In recent years, many universities have gradually explored the new mode of networked education by using digital educational resources and educational service platform. Ideological and political education in universities has also entered the new normal of "Internet +". Ideological and political education in colleges and universities should take the initiative to conform to the new normal, actively respond to the opportunities and challenges brought by "Internet +" to college students' ideological and political education, and how to do it under the background of "Internet +". The supply side reform of ideological and political education for college students is not only a brand-new task in the education of college students, but also an inevitable choice for ideological and political educators. The traditional ideological and political education has been out of hand for more than 20 years after the emergence of the Internet. The emerging Internet media, mobile Internet media and other media have penetrated into every corner of university life. So far, the amount of information received by college students through the Internet every day has far exceeded the traditional media.

1.2 Research Value of Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

How to do well in the supply side reform of ideological and political education in the context of "Internet +" must be initiated from two aspects. First of all, it is our responsibility to attach importance to the role of the Internet in ideological and political education in universities. Compared with traditional media, the new media advantage represented by the Internet is that
anyone can publish international and domestic events promptly and timely, and the audience is more extensive. Line magazine's profile of new Internet media is "everyone to everyone communication". This is because people rely on the way of communication with the Internet as the medium and the computer and mobile phone as the carrier. The Internet has become an important extra-curricular channel for contemporary college students to acquire book knowledge. However, the amount of information brought by the Internet to college students is so large, which is incomparable to any media before. How can we understand the Internet, understand the Internet discourse system, and keenly capture college students' thoughts has become an important task for colleges and universities to grasp the ideological and political education positions under the background of "Internet +". As a matter of fact, there are not many researches on Internet + ideological and political education in the realm of academic, which mainly include: the construction of a long-term mechanism for ideological and political education of college students under the background of "Internet +" (Qian Guojun, 2015), "coping strategies for ideological and political education in the era of Internet plus" (Li Yuanyuan, 2015), and the reform of ideological and political education in colleges and universities in the "Internet plus" era (Chen Yuanyuan, 2016), "Effective path selection of ideological and political education in colleges and universities under the background of" Internet + "(Li Jin, 2016)," effective mode of Ideological and political education under the environment of Internet + "(Zhao Na, Cai Hao, Yang Tingting, 2016) and so on. Unfortunately, there are few literatures on the Internet plus basis, most of which are merely for Internet ideological and political research.

Secondly, the ideological and political education of college students should keep pace with the time, and should not be passive. "Supply side reform" is an important concept as a scientific methodology and mode of thinking. At first, it is an economic concept, which refers to the structural optimization of the economy from the perspective of supply to increase effective supply. In other words, the supply side is relative to the demand side. As the main way to undertake ideological and political education for college students and as an important carrier to train socialist builders and successors, ideological and political education in colleges and universities actively carries out supply side reform, which is a kind of conscious reform aiming at the change of demand side. Ideological and political education is supposed to meet the individual needs of college students according to the needs of education and development. The "Internet +" mode of ideological and political education in colleges and universities is not simply Internet + school, Internet + classroom, Internet + teachers, Internet + students, it is also not simply introducing the network into schools and education, putting educational videos on the Internet, transforming ideological and political educators into Internet users, and turning students into Internet users. Actually, the essence of the supply side is change and innovation. With the openness and convenience of the Internet, the way of ideological and political education has become more diversified and the working time of ideological and political education has become increasingly abundant. The location of Ideological and political education is "anytime, anywhere" due to the network. The Internet can provide students with a comparatively relaxed environment, exchange ideas with teachers freely, and make teachers’ better grasp the ideological dynamics of students, so as to use targeted methods and flexible means to carry out education, meet the needs of college students' growth and talent, and do a better job in ideological and political education.

2. Research on the Innovation Strategy of Ideological and Political Education in Colleges and Universities under the Background of "Internet +"

2.1 Change the Traditional Mode of Ideological and Political Education

At present, the traditional mode of ideological and political education has become an important factor in terms of affecting the efficiency of ideological and political education in colleges and universities as well as students' passion for learning. Therefore, if we want to promote the further development of ideological and political education in colleges and universities in the "Internet +" era, it is of vital importance for us to change the traditional mode of Ideological and political
education first. Specifically speaking, we need to start from the following aspects: first, change the traditional teaching concept. According to the constructivism teaching theory, the teaching process is not a process of knowledge transmission, but a process of knowledge self-construction. In this process, students play an indispensable part in learning. Only through self-absorption can we complete the internalization of knowledge and build corresponding knowledge system. Hence, in the process of Ideological and political education in colleges and universities, it is crucial for students to make up the main body of teaching. The second thing is to change the traditional teaching mode. The disadvantages of the traditional teaching mode are more clear in the "Internet +" era. At this stage, if we want to achieve the innovative development of ideological and political education, we have to change the basic mode of ideological and political education and strengthen the use of the Internet. For example, colleges and universities can introduce new teaching modes such as micro class and flipped classroom into ideological and political education, so that students are able to complete the externalization of knowledge in their spare time, and have access to put the internalization of knowledge in the classroom under the guidance of teachers. Third, in the traditional ideological and political education, the assessment of students is generally based on the mode of "30% in the performance of regular classes + 70% in examination", which is basically based on the evaluation of students' examination results. Through a large number of investigation and research, it is proved that the assessment of ideological and political education students are supposed to adopt multi-dimensional three-dimensional assessment indicators, that is, the assessment subject is no longer limited to teachers, but by students, teachers, experts to form a jury for assessment. In addition, the assessment content is no longer limited to the examination, which needs to include the examination results, ordinary performance and social practice.

2.2 Realizing the Optimization and Integration of Ideological and Political Education Resources, and Improving Students' Information Identification Ability

The development of the Internet has brought a series of bad effects to the students, however, this kind of influence is not completely uncontrollable. Through the following two measures, we have access to control the negative effects of the Internet on the students in a lower range: the first measure is to set up a professional ideological and political education platform to realize the optimization and integration of resources. Thus, colleges and universities need to establish a professional ideological and political education platform, in which teachers can upload relevant teaching content in time, and students can also download learning materials according to their own authority, which not only saves students' information collection time, improves the efficiency of teaching, but also avoids students from some adverse effects in the process of data collection. The second measure is to enhance students' ability of information identification. Internet has become an indispensable part of college students' life. Therefore, it is our responsibility to improve students' ability of information identification. Only in this way can students effectively distinguish the essence of different information and avoid the interference of bad information.

2.3 Schools Need to Strengthen Their Leadership in Ideological and Political Education

Although the popularity of the Internet has brought great convenience to students' access to information and has greatly improved their learning efficiency, from the analysis of the subject attributes of Ideological and political education, it can be found that ideological and political education is not a completely absolute subject, and the quality of information obtained by students in the process of independent access to information may have greater defects. In the long run, this strategy will have negative impact on students' further learning and do harm to students' learning ability. However, colleges and universities have accumulated a lot of experience and high-quality education resources in the long-term ideological and political education. Therefore, in the era of "Internet +", colleges and universities should still be in the leading position in ideological and political education. First of all, the schools need to clearly recognize its authority in ideological and political education. In the actual teaching process, teachers need to actively provide students with high-quality teaching resources, improve the interest of classroom teaching, so as to attract students' attention to classroom teaching. Secondly, colleges and universities should make full use of modern
network tools; actively promote teaching resources, so that students can actually feel the authority of teacher resources in the actual learning process. For example, teachers can push relevant information to students through social media such as Sina Weibo or WeChat public platform.

2.4 The Necessity of "Internet Plus Ideological and Political Education" at Present

With the rapid development of Internet technology, Internet technology has been integrated into all fields of society and this technology has also become an indispensable means in people's everyday life, work and learning. As the "youth of the Internet Age" growing up in the background of the Internet age, college students' experience when growing up and their thinking mode have been deeply influenced by the Internet technology, and their ideological activities have distinctive brand of the times, such as strong independence, strong selectivity, strong variability and strong difference. At the same time, the bad information on the network is also constantly impacting the world outlook, outlook on life and values of contemporary college students in China; international hostile forces are also competing with China for the ideological guidance of the next generation through spreading information on the Internet; in the network environment, some decadent western culture, values and lifestyles continue to deepen the impact on college students, if we do not strengthen the ideological guidance at this key point, it will do great harm to our society. Therefore, how to use "Internet +" as an effective way to carry out ideological and political education for college students, so that they can become a new era youth with firm political beliefs and ideal beliefs, correct value orientation, dedication, integrity, unity and hard work, and promote their all-round and healthy growth is an inevitable requirement of the development of the time. With the continuous practice and application of Internet technology in the field of teaching, it is bound to strengthen the integration and mutual promotion of Internet and ideological and political education in colleges and universities. This is also an effective method to promote the further development of Internet technology and improve the value of Internet in practical application. At the same time, the rich ideological and political education resources in the Internet, as well as the advanced educational and teaching facilities and means brought by the Internet, will set off a new wave of Ideological and political education reform in colleges and universities. Especially the ideological and political education audio-visual resources, the latest ideological and political education views and trends, as well as the teaching characteristics not limited by time and place point is a "good medicine" to break through the dilemma of single traditional ideological and political education means and not obvious effect. Micro class, MOOC class, SPOC class, Rain class, Flipped class and other new teaching methods can not only meet the demands of ideological and political education in colleges and universities under the background of "Internet +", but also play a good role in practical application with its own advantages, which has important practical and contemporary significance.

2.5 Making Full Use of New Media Technology and Innovating the Form and Method of Ideological and Political Education in Colleges and Universities

New media itself has the characteristics of wide audience, large amount of information, fast communication speed and strong interaction, which not only has unique advantages for ideological and political education in colleges and universities, but also provides the possibility and practicality for the innovation of ideological and political education forms and methods in colleges and universities. Colleges and universities have the obligation to make full use of new media technology and innovate the form and method of ideological and political education. In this way, colleges and universities can not only overcome the limitations of traditional "one-to-many classroom face-to-face" teaching method, but also fully arouse the enthusiasm and enthusiasm of students' participation, guide students to study independently through the process of competition, award, interaction and participation. Those goals can be achieved not merely by holding ideological and political knowledge contest, award-winning contest and essay collection, on the other hand, we can also realize those goals by organizing to watch online videos related to ideological and political education, and organizing to fill in Online ideological and political education questionnaire so as to improve students' ideological and moral awareness and level, and improve the timeliness of ideological and political education.
Exploring the mode of ideological and political education in colleges and Universities under the background of "Internet +" and reforming and innovating it can not only better guide college students to establish good ideological and moral quality and psychological quality, promote the comprehensive development of contemporary college students, but also improve the timeliness of ideological and political education, realize the innovative development of ideological and political education in colleges and universities, and contribute to the socialist development of our country. The development of career has cultivated comprehensive talents with good ideological and moral quality and excellent psychological quality. At the same time, colleges and universities should make full use of the Internet, pay attention to the public opinion of the network, fully understand the ideological trends of college students, strengthen the ideological exchange and communication with college students, timely answer the questions raised by students and the existing confusion, strengthen the linkage of network technical means, administrative means and legal means during the construction of the campus network, and strengthen the management of the campus network and the strict prevention of the dissemination of harmful information on the Internet. Moreover, we should also strengthen the construction of the ideological and political education team on the Internet, make the ideological and political education on the Internet systematic and institutionalized, and firmly grasp the initiative and leadership of the party on the ideological and political education on the Internet.

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References


