Research on the Innovation of Ideological and Political Education in Colleges and Universities Based on Computer Technology

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Abstract. We should pay attention to the development of students' personality and strengthen the thinking of learning. The cultivation of moral level, while guiding college students to learn scientific and cultural knowledge and mastering strong skills, innovate the ideological education methods and methods of colleges and universities, emphasize advanced and modern characteristics and strive to cultivate more high-quality all-round talents for the society. We should guide students to correctly understand the advantages brought by the network and make it an effective carrier for the school to carry out ideological education, strengthen the school network's awareness of serving students and also use network technology. Avoiding the invasion of harmful information and make the network a powerful carrier for the learning and growth of college students.

Keywords: Computer Technology, Colleges and Universities, Education

1. Introduction
As the society has higher and higher requirements for higher education; after the expansion of university enrollment, the scale of students will expand and various problems will arise in their lives; problems of learning adaptability, adaptability to the university environment, interpersonal relations and so on. These problems often occur and are inevitable in the daily life of college students. Ideological education teachers should scientifically guide students to adapt to university life, not only to look at problems from the perspective of students, but also to analyze problems from the perspective of schools and to think about students' daily life from a higher level of educators. The inner connection of these problems appears, so as to find the most objective and practical way to solve various problems in students' daily life.

2. The status quo of ideological and political education in universities

2.1. Diversified Internet Thoughts
Under the background of the new social era, the popularization of Internet technology and the rapid development of electronic terminal equipment, the rapid information dissemination, Western culture
and values led by the United States quickly entered the Chinese market through film and television works and some negative values in film and television works. And cultural information has a great negative effect on the thinking of college students. For example, modern college students mostly like Japanese animation. Some Japanese animations do not establish correct values. Fighting scenes are bloody and even appear to beautify Japanese war criminals. College students have been influenced by Japanese animation culture for a long time. They did not correctly realize the huge suffering caused by Japan's invasion of China and their personal values were distorted by negative foreign thoughts. The recent "Jie Jieliang" incident on the Internet is that college students did not establish a representative of correct values. It can be said that the diversified network culture on the one hand enriches the teaching materials for the ideological education of colleges and universities, on the other hand, it does make the students' ideological dynamics more complicated and increase the difficulty of ideological education.

2.2. Ideological and educational concepts are conservative

The development of the ideological education concept is based on the student's ideological dynamics as the main body, which further requires the ideological educators of colleges and universities to take the college students as the main body in their actual work and regard the students' dynamic thinking as the main content of the ideological education in colleges and universities. However, some college ideological educators still use conservative ideological education concepts and adopt paternalistic style in ideological education. In their daily work, they do not have a thorough understanding of the dynamic changes of students' thoughts. They only rely on their own years of teaching experience. and criticize students as soon as they find a problem. It can be said that this method of ideological education has fallen far behind the needs of the development of the times. Ideological education is not equivalent to ideological criticism. Criticism is not the only means of ideological education. If ideological education managers in colleges and universities frequently use criticism in their daily work, it is easy to cause the rebellious psychology of college students.

3. Computer-aided instruction technology

The basic meaning of computer multimedia technology refers to the use of computer technology as the core, comprehensive use of a variety of tools and equipment to jointly process text, graphics, images, audio, active video and animation and other media information and effective control through the computer, so that the information to be expressed assists each other in order to achieve the purpose of expressing a common theme clearly and accurately, making it an integrated, interactive, controllable and flexible whole, so as to show a richer, more complex and diverse Information technology and methods. Multimedia is only a technical category. It can organically combine multiple devices for unified control and unified processing. The "multiple" of multimedia refers to multiple media expressions, multiple sensory functions, multi-disciplinary interactions and multi-field applications. It refers to the intermediary between people and other things. "Body" refers to its comprehensive integration. Specifically, it refers to the integration of various information and the relationship between various information. The equipment to be controlled by the computer is integrated and has Real-time interactive control environment. The computer-assisted teaching system is shown in the figure below.
4. Application of computer technology in ideological and political education in colleges and universities

4.1. Enhancement and improvement on the carrier
On the one hand, we must consolidate the traditional carrier. Traditional carriers such as school magazines, blackboard newspapers and cultural corridors are still important carriers for ideological education. Not only should they not be abandoned, but construction must be strengthened; on the other hand, new carriers must be developed\(^5\). Under the trend of informatization, state-owned enterprises should actively develop network carriers. In addition, state-owned enterprises should also enrich the forms of ideological education, such as through various public welfare activities, skill competition activities, cultural and entertainment activities, etc., to enhance the enthusiasm and practicality of college students to participate in ideological education activities in a variety of ways. The information technology dissemination carrier is shown in the figure below.

4.2. Strengthen and improve the content
The content of college students’ ideological education is related to the specific development of college students’ ideological education. For a long time, the content of ideological education for college students has been outdated and cannot be updated in time, which is not conducive for college students to grasp the latest ideological elements\(^6\). On the one hand, it is necessary to strengthen the collection of materials. State-owned enterprise political workers should always pay attention to the leaders’ speech, the spirit of the central document meeting and the actual dynamics of the industry and the unit and then select ideological and political work materials in a targeted manner to ensure that college students can obtain the latest information and achieve ideological progress through ideological education. On the other hand, we must strengthen the compilation and integration of courses. State-owned enterprise political workers must organize and compile a batch of high-quality teaching plans to achieve the quality, independence and branding of ideological education teaching plans for college students and even strive to become industry benchmarks and typical examples, so as to
effectively improve the effect of college students' ideological education.

5. Conclusion
As for the ideological education of college students, as educators under the new situation, they should be more aware of the current practical problems in the education link and the practical difficulties they are facing, so as to adhere to the innovative concept and aim at the characteristics of current students. Formulate corresponding educational programs and combine the actual situation of students to innovate educational methods, so that students can feel the power of ideological education, so as to correct their own outlook on life, world outlook and values and integrate ideological education into daily learning and life. In the process, work hard towards your ideal direction.

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