Construction of Computer Network Website for Education in Ideology and Politics in Colleges

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Abstract. The computer network website for education in ideology and politics is the main method and platform for the school to carry out network ideological and political education for students. Through the construction of the website, students can understand the ideological and political content in multiple channels and comprehensively, and strengthen the depth and breadth of the school’s ideological and political education activities. It can also further strengthen the effectiveness of education in ideology and politics in colleges and universities, improve the quality of the teaching staff, and further regulate and guide students' words and deeds through the Internet. This paper mainly analyzes the construction of computer network website for education in ideology and politics based on the actual situation of colleges and universities.

Keywords: Education in Ideology and Politics in Colleges, Computer Network, Website, Construction

With the continuous development of computer technology, it has been applied in all walks of life, especially in learning. Learning assisted with computer networks can achieve communication at all times and effective learning at any time. The education department requires all colleges and universities to strengthen the education in ideology and politics of students, build special websites by combining computer networks with education in ideology and politics in colleges, and design a platform that can effectively carry out education from the perspective of the needs of students and teachers. At present, the Internet has a great influence on students, and the development of Internet technology has also provided modern means for the education. The realization of innovative education is also in line with the characteristics of contemporary students and has important application value.

1. The Significance of Establishing Computer Network Website for Education in Ideology and Politics

The Central Committee of the Communist Party of China and the State Council clearly proposes to try new ways of online ideological and political education and mental health education. In modern society, the Internet is widely used, and various industries should also adapt to the requirements of the new situation and new tasks and regard the construction of online culture as one of the key tasks in the construction and management of our school. The school establishes computer network website for...
education in ideology and politics, which integrates ideology, knowledge, interest, and service. It encourages students to use the campus website platform to find relevant materials on the website, and it also publishes and shares learning materials to develop healthy and colorful network cultural activities, which is conducive to firmly grasping the initiative of network culture construction and makes the network a new front for campus culture construction and ideological and political education [1]. At the same time, students are more interested in new things, and the openness and rich performance of the Internet provide good conditions for students to learn and grow. The school regards the construction of education websites of ideology and politics as the focus of education, and gradually forms an environment for cultivating talents, which is helpful for students and improves the cultivation quality of the school.

2. Problems in the Construction of Computer Network Websites for Education in Ideology and Politics in Colleges and Universities

(1) The content of the website is single and cannot achieve the ideal educational effect.

In the construction of computer network website for education in ideology and politics, colleges and universities do not have enough understanding of students' needs, hobbies, orientation, etc. When such one-way communication and positive indoctrination method is applied to the website construction, it will lead to information resources too single, the form is the same as the traditional web page which is lack of technical content and can not carry out vivid, intuitive education. The mode is passive, and does not reflect the status of the domination of the audience of ideological and political education websites, resulting in poor education effects. Without rational and effective use of information resources, the advantages of information resources of education in ideology and politics can not be brought into full play [2].

(2) There is no professional management team for website construction.

The premise of the construction of computer network website for education in ideology and politics is to have a construction management team. The external publicity and operation of the website need the team, and the internal system maintenance of the team also needs the team. The construction and development of the website is not temporary, it needs a long time of operation and maintenance. In the computer age, there will also be drawbacks, such as network black holes, server anomalies, system vulnerabilities, etc., which need to be handled in time to ensure the normal operation of the website [3~4]. Therefore, colleges and universities need to arrange a special team to be responsible for the safety and stability of the website operation, and the team must be composed of professional computer technicians and personnel with the qualification of teachers for education in ideology and politics to ensure the normal operation of the website and create a perfect education website. But most colleges and universities have special teachers for education in ideology and politics, but they are lack of technical personnel. And the colleges do not consider the combination of the two kinds of personnel used in the construction and operation of the website.

(3) Colleges and universities do not pay enough attention to the computer network website for education in ideology and politics.

The management staff of colleges and universities have a long seniority, and their understanding of computers is not as good as that of young teachers or students. They are used to the traditional education mode, and do not pay enough attention to the computer network website for education in ideology and politics. They do not have enough personnel on the construction website, nor do they formulate specific implementation opinions on the website. They just establish a website to complete relevant tasks. The content of the website is simple and boring, and the teachers for education do not make good use of the website, and students have little understanding of the website. This form of website can not develop for a long time, and it has no practical help to students [5~6].

3. Measures to Construct Computer Network Websites for Education in Ideology and Politics in Colleges and Universities
3.1. To Establish A Long-Term Security Mechanism for the Website
The establishment of a website long-term security mechanism can provide talent support, material guarantee, and internal and external environment for the construction of education websites. University management needs to pay attention to the establishment of the websites, strictly select suitable teams and increase investment in material funds intensity. First of all, it is necessary to form a website construction team that understands ideology and politics and technology, and has the spirit of research to ensure that the team can meet the needs of the education in ideology and politics in colleges. The team includes a management team, a public opinion guiding team, and a technical research and development team [7]. Secondly, adequate material security is needed. The management of colleges and universities needs to pay attention to the establishment of education websites, increase capital investment, set up special funds, carry out planned updates of various equipment, and emphasize the research and development and innovation of network technology. In addition, when building a website, it is necessary to arrange specialized personnel to integrate various resources inside and outside the school, so as to create good conditions for the construction and development of the high-level computer network website for education in ideology and politics.

3.2. To Strengthen the Construction of the Information Content and Form of the Website
The ultimate goal of network technology innovation and hardware enhancement is to optimize the content of the website. A website can be considered a website only if its content is enriched. Therefore, when building a website, it is necessary to understand the audience's thinking, that is, the students' daily life and behavioral tendencies. Only by understanding the students can we know the direction for updating website content and the direction of construction, so that the content of the website appears in the form that students like. Only in this way can it attract students to visit [8]. At the same time, when building a website, it is necessary to ensure that there is new information every day, so that users can think that the website communicates with themselves every day, and they can gradually have a stable traffic. Therefore, the website needs to continue to update information, reflect the form of education in a timely manner, and improve the popularity of the website to lay a solid foundation for the development of the website.

3.3. To Strengthen Interaction with Students and Promote Ideological and Political Websites
When establishing the education website, it is also necessary to consider the participation of students. In the website, students can be set to post diaries or questions through their real identities, and they can also post their thoughts after ideological and political learning, and publish their real feelings on the website. Teachers can understand the current status of students by understanding students' questions and discussions, and push corresponding articles or leave messages to students to communicate on a certain issue and strengthen the interaction between teachers and students. Students can also interact through the website and make progress in the discussion. First of all, when constructing ideological and political websites, colleges and universities can follow the social software commonly used by students and make full use of the network forms that students are interested in to carry out website construction [9–10]. Secondly, the blog of the head teacher can be set up on the website, and the daily work exchange between the head teacher and the students can be carried out on the Internet, giving full play to the complementary functions of online and offline education and realizing comprehensive ideological and political education. Furthermore, we can build the theme website of ideological and political education, and refer to students’ opinions, so that some students can participate in the management of the website. Students have their own understanding of the website itself. This method can better promote the education websites.

3.4. To Exchange the Experience of Campus Cultural Activities
When building websites, colleges and universities can consider the actual campus life in terms of information release, and students are usually more interested in the surrounding environment and events [11]. Therefore, we need to enrich the information content of the ideological and political
network in time, and keep up with the times, conform to the trend, and grasp the mainstream, so as to innovate and develop the ideological and political work in colleges and universities. And it is necessary to actively occupy and make good use of the propaganda position of the ideological and political network, and timely publish some activities close to the society, campus life and the campus life of teachers and students, so as to enrich the ideological and political content, and improve the attention of teachers and students, and enhance the timeliness of education [12]. On one hand, it needs to carry out reports on fine cultural activities such as "Four One Projects" (listening to a forum, reading a good book, appreciating a classic, participating in a charity), "Four Reds" (singing red songs, reading red poems, sending red letters, telling red stories), and vigorously promote the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, so as to improve the coverage, timeliness and influence of campus culture. On the other hand, new media tools such as WeChat, school information, micro-blog and blog are opened on the ideological and political network to exchange learning and work experience in a timely manner, and build a youth work service system with youth characteristics, times characteristics and school characteristics, establish friendly ties with teachers, students and alumni, so as to effectively enhance the attractiveness, cohesion and influence of the party organization [13].

4. Conclusion
Nowadays, most of the students are born in the information age. They have strong curiosity, and most of them pursue personal freedom and attach importance to interpersonal communication. Therefore, colleges and universities need to pay attention to the application of network platform and construct the website for education in ideology and politics, but the premise is to combine with reality, pertinence and humanization, select and release ideological and political information resources in the form of students' interest, so as to realize the effective combination with the construction and management of education websites in colleges and universities. The education website should be well managed and strengthened. Good information will be spread throughout the university campus, the correct ideological and political education can be conducted for students, so that students can establish a correct outlook on life, world outlook, values, and they can keep pace with the times and become talents to adapt to the development of the times.

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