Using Information Technology to Improve Ideological and Political Education and Student Management Efficiency in Colleges

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Abstract. The management of college students has always been a key issue for educators. Although Ideological and Political Education (IPE) has been carried out for many years, the results are not satisfactory. Based on this, this paper puts forward the method of using information technology to improve the efficiency of IPE and student management. This paper first analyzes the current situation of College Students' management, then points out the advantages of information technology in IPE in Colleges, and puts forward the realization path of information IPE in improving the efficiency of student management. Finally, through the comparative study of the three classes, the results show that the method of using information technology to improve the efficiency of IPE and student management is significant.

Keywords: IPE, Student Management Efficiency, Information Technology, Platform Construction

1. Introduction
Colleges are an important position to transport talents for the country. Only with the improvement of the management level of the school, can we ensure the smooth progress of all the work of the school [1]. Nowadays, all kinds of ideas and values have different effects on students. If Colleges want to raise the efficiency of student management, it is necessary to improve IPE and guide students' values correctly [2]. Now is the era of big data information, using information technology to diversify the forms of IPE is conducive to improving the efficiency of IPE and student management in Colleges [3].

The main purpose of IPE is to let students get all-round development of comprehensive quality level, and at the same time to cultivate students' ideological health concept [4]. In the current social environment, the comprehensive quality level cultivated by the same university varies. Although the quality level of the students themselves will affect it to a certain extent, in the final analysis, there are still some deficiencies in the management level of the students in the University, that is, the IPE is not developed enough [5]. Therefore, the significance of carrying out IPE for college students lies in that the management strategies and teaching methods of the school can be better applied to achieve better management effect and teaching effect.

This paper analyzes the shortcomings of IPE and student management efficiency in Colleges, and puts forward the introduction of information technology, in order to provide reference for IPE and student management.
2. Analysis of the Current Situation of College Student Management

2.1 Old management concept
The goal of cultivating talents in Colleges is to make students become talents with super high professional ability and high quality [6]. At present, there are still many deficiencies in the management of students in Colleges, which more or less affect the development of schools and students. At this stage, quite a number of Colleges still adhere to the old ideas in the management of students and fail to keep up with the times [7]. They don't fully understand the thoughts and habits of contemporary college students, and copy the patterns or experiences of a few years or even decades ago. As the growing environment of contemporary college students has changed a lot, the old management concept makes students have a lot of conflict psychology, which makes the management of students face a variety of problems.

2.2 Backward management
In the current situation of colleges, counselors play an important role in the process of student management. In other words, the level of counselors reflects the level of school management. To do a better work in student management, we must first improve the understanding of management work [8-9]. At this stage, many counselors do not follow up the students' situation and social changes to make corresponding work adjustments, nor do they know how to carry out students' work through the network platform and big data analysis. They still use the simple and backward management methods in the past to carry out their work, or even walk through the field. This leads to students' misunderstanding and lack of support for counselors' work, also bring inevitable negative influence to the teaching management of Colleges.

2.3 The content of network ideological education platform is not rich enough
Looking at the current construction and development of network IPE resource platform in China, its technical level has reached the international level, but there are still problems and deficiencies in the use and integration of network resources objectively [10]. This has a direct relationship with the regional differences of Colleges in China. Based on the previous survey results, it can be analyzed that the popularization of network IPE resources in the actual ideological and political theory courses and daily IPE activities is not deep enough and specific. This is not to say that Colleges in China do not pay attention to or do not use the network resource platform, but do not grasp the construction of the relevant content of the network resource platform. Most Colleges have the construction of the network IPE resource platform, but the content of the network IPE resource is too single and old-fashioned. They do not grasp the essence of the network new media, but understand the content of the network IPE resource broadly.

3. Analysis of the Advantages of Information Technology in IPE in Colleges
The times are advancing, and the level of information technology in all walks of life is steadily improving. In IPE in Colleges, the introduction of information technology will help to enhance the charm of IPE. The advantages of information technology in IPE in Colleges are as follows:

3.1. Meet the personalized needs of college students
The introduction of network, big data and other information means into IPE in Colleges reflects the humanistic management concept of respecting individual differences of students. We should show attention to the audience oriented education mode, and consider the demands and differences of college students, so as to carry out differentiated and personalized IPE. For example, the emergence of new forms such as MOOC and video broadcasting, combined with complete facilities, high-end technology, and online and offline interactive communication mode, not only represents the rapid development of information technology, but also represents a trend of modern education development. It does not put the teacher on the altar and create the image of being superior to others, which makes
students stay away from others and be afraid. Instead, it requires teachers to respect students' personal ideas and pay attention to the vividness and interactivity of the classroom.

3.2. Breaking the time and space limitation of traditional IPE for college students
Through the Internet and other media, we have accelerated our connection with the world and the process of space-time integration. Integrate the resources of traditional industries in the society and use advanced information technology to achieve the level of live broadcast and instant transmission. Instead of worrying about cross-border distances and time zones, it can increase the timeliness and effectiveness of work. This situation makes the university teachers or administrators grasp the ideological trends of college students at the first time, track and adjust the ideological deviation, and control the daily IPE work most accurately.

3.3. Improve the pertinence and timeliness of IPE of college students
Traditional IPE teaching content and teaching methods are relatively backward. Relying on books for teaching, there is a sense of distance with the actual life of college students, which will make college students feel a lot of theoretical knowledge in the classroom is very boring. Coupled with the traditional classroom teaching mode, college students will lack the interest to learn theoretical knowledge. At present, most Colleges in IPE teaching, will still choose the indoctrination way to impart theoretical knowledge, for the lack of subjectivity of college students. The new form of IPE for college students can not only use WeChat, QQ, email and other network software for information dissemination, but also provide more choices for IPE according to a variety of advanced teaching methods, so as to expand the radiation of IPE.

4. The Realization Path of Information IPE in Improving the Efficiency of Student Management

4.1. Build an information-based IPE platform
Every scientific and technological revolution has promoted the reform of education. In the era of Internet information, we should make use of the Internet, which enables all information to be fully open and open, and use the Internet as another way of teaching, not just tools, but also to make good use of the Internet thinking under the "Internet +" era. Integrate the advanced information technology with all the advantageous resources in the traditional industry, integrate them into the IPE classroom teaching of college students, form an online and offline integrated platform, which can work together without time and space barriers, and break the barriers in the objective conditions of classroom teaching. After improving the ideology, the management of students will be much easier. Students can communicate on the platform, and teachers can guide the mainstream values in the process.

4.2. Innovation of information-based IPE mode
At present, people are familiar with MOOC, micro class, flipped class, recording and broadcasting course and so on. There are few Colleges that can't really use them properly and get popularization, or they still exist as auxiliary tools for classroom teaching, and they don't really play their real value and function. The IPE of students can be combined with the form of micro course, which is different from the large course in that the knowledge point is huge and the course duration is long. The knowledge point of the course is directly displayed in its own short and pithy form, generally no more than 20 minutes, so it can let students focus their attention in the process of IPE.

4.3. Build the management mechanism of information-based IPE
Establish a strict and standardized education supervision mechanism, strictly and regularly and quantitatively screen and check the content of network information, especially the theme website of IPE campus. Introduce advanced network technology to supervise college students' network behavior and ideology.
5. Effect Analysis under the Role of Informatization
In order to verify the effect of this study, 150 students from three classes were selected for the whole process follow-up survey. First of all, traditional student management mode is adopted for class X; IPE is introduced for Class Y in the original student management mode; for class Z management, information technology such as network and big data technology is further introduced for Class Y scheme. The evaluation of the three schemes by teachers and students is shown in Figure 1. As can be seen from Figure 1, teachers and students in class Z have the most favorable comments on management work, followed by class Y. This shows that IPE in Colleges is helpful to improve the efficiency and effect of student management. However, with the introduction of information technology.

![Figure 1. Satisfaction evaluation of teachers and students in each class under different schemes](image)

6. Conclusion
The 21st century is the information age. In the management of college students, educators should be good at introducing information technology into their daily work. The values of students will be affected by all kinds of bad social atmosphere. IPE is conducive to the cultivation of students' attitude towards life and values. The integration of information technology and IPE will help to improve the efficiency of student management.

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