The Implementation of Ideological and Political Education in Colleges and Universities from the Perspective of Computer Internet

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Abstract. Ideological and political education in colleges and universities is an important component in the field of education. With the arrival of the information age and the continuous development of the computer field, the old approach of ideological and political education in universities has become backward, so it is necessary and urgent to apply the Internet to teaching. But at present, the reform of educational methods in universities is facing a series of difficulties and contradictions. The uncertainty and formalism of network information are all problems that need to be solved. Therefore, relevant departments need to fundamentally reform the ideological and political education in universities so as to normalize the new mode of interaction between teachers and students.

Keywords: Computer, Ideological and Political Education, University

1. A brief introduction to the development of computer

Recently, the computer field has ushered in a golden period of development. The computer is based on the network and the information age. Different from the old way of information dissemination, the technology is more advanced, and the speed is faster.

Compared with media before, the computer field has the following features:

1) Computers spread information in a wider range. With the development of new media, traditional media, such as the government, newspapers and television programs, are no longer the only way for the public to obtain information. Everyone can become the audience and disseminator of information through the network.

2) Computer communication information is interactive, and both parties who exchange information can freely express their ideas and profiles through the platform. This greatly improves the participation of the audience, and can attract more members of the public to a certain extent.

3) The network information is timely, and the information can be spread in a larger range in a shorter time. The form of information transmission is not only sound and text, but also video, which breaks the limitations of traditional media in the dissemination of information.

4) The network constructs a virtual world in which anyone can spread and obtain all kinds of information. This increases participants' control over certain events and weakens the state-of-the-art
state media in a nutshell[1].

2. The present situation of the implementation of ideological and political education

In the traditional teaching of ideological and political education in universities in China, the teacher-centered one-way knowledge transfer method is mainly adopted. The exertion of students' subjective initiative is limited, which leads many students to think that the political course is boring, it is difficult for them to be interested in it, and the teaching effect is not good.

According to a survey of students in a university, more than 50% of the students surveyed think that the teaching of those courses is not effective[2]. Through a further survey of these students, it is found that their dissatisfaction is mainly concentrated in four aspects:

1. The traditional educating method is old, and the interests of students in learning is low.
2. The teaching content is too old to keep up with the needs of the development.
3. There are many repetitive parts of the teaching content, which makes the course boring and lack of educational significance.
4. In the process of teaching, there is too much emphasis on theory and neglect of practicality.

![Figure 1. The types of students' dissatisfaction with the current educational situation.](image)

In addition, in the survey, 65% of the students think that the traditional teaching methods should be reformed as soon as possible, which shows the urgency of the reform. At the same time, with the further development of globalization, all kinds of information around students' ideas and behaviours have been affected to some extent[3]. In this context, the old teaching ways have been unable to fit the learning requirements of college students.

Therefore, schools should 1) find breakthroughs from the reform, 2) actively use the Internet, 3) enhance the interests of students in learning, 4) realize the sharing of educational resources, 5) actively innovate teaching methods, 6) further meet the learning needs of students, and 7) increase the effect of this course.

3. The application of computer technology in the field of ideological and political education

3.1. Advantage of computer technology in ideological and political education

3.1.1. The Internet is developing well[4].

As a new word in the new normal nowadays, the mode called "Internet +" has become popular not because of the exaggeration of the major mainstream media, but because of the real popularity of the Internet in our society, political and cultural life. From the perspective of the evolution of learning style, "Internet + learning" is the trend of the times.

Moreover, students, as the "aborigines" in the network era, has been inseparable from the network, and should not leave the network. Their growth is almost synchronized with the development of the Internet. If political education in universities is to continue to achieve its due gain, network education
is an inevitable trend.

3.1.2. **Ideological and political education needs to be oriented to the future and in line with the world**

Network teaching is not only a new modern teaching technology and means, but also an educational concept that breaks through the tradition and faces the future. In order to face the modernization, the world and the future, the political education in universities must be combined with the characteristics of network teaching: 1) Network teaching provides modern technology and means; 2) Network teaching deals with the diversification of the world; 3) Network teaching grasps the sense of direction in the future.

Therefore, political education in universities must move towards network teaching.

3.1.3. **Ideological and political education should mix various means.**

Many universities have put forward many new ideas of cooperative education, which emphasize a variety of factors that affect education and the importance of joint participation. But the fact is not satisfactory, these ideas only stay in the expression of slogans.\(^5\)

At present, the relevant departments often shift the overall responsibility of education to the educational administration of colleges and universities. Under such circumstances, there is no good cooperation between departments. In addition, in the process of education, there is also a kind of lack of necessary interaction between the university itself and the students themselves as well as the students' families.

Therefore, the real multi-dimensional interconnected educational practice platform of political education in universities has not been formed, and education in universities lacks the educational vitality it should have. Without a communication platform, it is hard for political education to achieve perfect results.

3.2. **The contradiction of using Internet to carry out ideological and political education**

3.2.1. **The authority of political education has been reduced**

Computer technology makes the educational work no longer focus on the teaching of teachers, which makes students' attitude towards political education become loose and undisciplined. Computer makes teaching more convenient, but it also affects the smooth development of education to a certain extent.

3.2.2. **Computer technology enriches students' access to information, and students can access information related to education on the Internet**

In this process, teachers' guiding ability decreases, and students' attention is scattered on various platforms in the network. On the other hand, the information on the network is intermingled with the good and the bad, and college students in adolescence usually do not have a high ability to distinguish the bad information in the network. The lack of benign guidance of teachers affects the ideological health of students, which hinders the development of ideological and political work.\(^6\)

3.2.3. **While using network technology to communicate, the dialogue between educators and students depends on the platform rather than face-to-face communication**

This makes the students become indifferent, and the teachers cannot fully grasp the students' knowledge mastery level and psychological trend.

3.2.4. **In real life, there are many cases that college students are addicted to the Internet, leading to the abandonment of their studies**

Excessive use of computers in ideological and political education may affect students' normal study, work and life.

3.3. **Improvement strategy and future development**
Colleges and universities need to actively build political education platforms, and try to improve the efficiency of the use of these platforms, so that they have a substantial influence on students' political education. For example, the relevant departments can increase the promotion intensity of the education platform and integrate the existing educational resources on the platform. In addition, the new ideological and political education platform needs to be built, and increase the interactive space between students and teachers in the new platform, so as to increase the students' stickiness to the users of the platform.

![Image of software with strong user stickiness](image)

**Figure 2.** The software with strong user stickiness of contemporary college students.

At present, the mainstream information exchange channels in China, such as WeChat, Weibo and QQ, can be used as the media of political education. Teachers can adopt the popular language and behaviour among students and increase the popularity of ideological and political education among students based on the way of thinking of contemporary college students.

In the past few decades, the content of this course in China has not changed. However, with the more modern society, these educational contents can no longer meet the needs of ideological and political education. From the aspect of the Internet, universities should actively absorb more modern and typical knowledge and educational materials to enrich the content of this education.

In addition, educators should change their identity and make education more democratic and natural, so as to conform to the characteristics of the computer field. Teachers should realize the importance of the Internet in the area of teaching, and the invisible Internet has become an integral part of the life of modern college students. Transforming offline education into a new way of "offline + online" education.

### 4. Conclusion

Ideological and political education in universities is a significant way to promote students' healthy growth and cultivate students to form healthy ideas and good character. In today's society, to do a good job in ideological and political education, it is not enough to rely on the efforts of the school itself and the original educational framework. Schools need to put it into great play to the dominant position of family and society in cultivating students' literacy, and build an efficient and advanced multi-dimensional educational practice platform for political education by improving teaching contents and methods.

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