Research on the College Students' Ideological and Political Education in the vision of the Internet Plus

Guiyang Zhao
Shandong Women’s University, Shandong, China

Abstract: The technological revolution has pushed mankind into a new era -- the "Internet plus" era. With powerful functions and super charm, the Internet affects the development of human society. It also brings new opportunities and challenges for the college students' ideological and political education. In the era of "Internet plus", it is a great responsibility and a glorious mission for ideological and political education. Colleges need constant self-development and innovation. Only in this way can we better serve the ideological and political education. This paper first analysis the characteristics of the Internet from the perspective. And then this paper explains the problems of ideological and political education in the Internet plus era with the method of social investigation. Finally, this paper puts forward the measures of ideological and political education mode reform and innovation.

1. Introduction
In the era of "Internet plus", ideological and political education faces a two-faced realistic background. On the one hand, the Internet has brought changes to human beings, such as production mode, practice form, interpersonal communication mode, emotional thinking mode, etc. So, the ideological understanding of college students has gradually changed. At the same time, ideological and political education is faced with many challenges, such as teachers' leading position, students' self-learning ability, teaching content quality and teaching method innovation. On the other hand, the development of Internet information technology not only adds more characteristics to the ideological and political education content, but also makes it possible to diversify the ways of ideological and political education. The Internet information development greatly improves the feasibility and purpose of ideological and political education, and brings new opportunities for its development.

2. The characteristics of Internet plus
2.1 Virtual characteristics
Virtuality is not only the most prominent feature and function of the Internet, but also the highlight of modern scientific and technological achievements. Network virtual technology presents knowledge, information, resources, images, sounds, texts and other resources in a virtual form in the network environment, forming a realistic real world. Through the virtual platform provided by the network, people are no longer subject to the constraints of identity, background, age, gender and other factors in the real world. In addition, people can study online, get medical treatment, shopping, make friends, get employed and so on. People can participate in all kinds of activities that can be carried out in real life.
2.2 Open characteristics
The open and free network environment can be interconnected anytime and anywhere. Secondly, the openness of the Internet is also reflected in the freedom and openness to publish information. People can set up their own websites through the Internet, and publish their views and opinions by using weibo, blog and other network tools. People can fully communicate and interact with others. The openness of the Internet not only opens people's eyes, but also broadens people's communication space. The Internet has brought people closer together and brought the whole world together through the Internet.

2.3 Convenience characteristics
The convenience of the Internet lies in its convenience and rapidity. The convenience of the Internet is fully reflected in people's access to information and daily life. Virtual platforms allow people to homeschool, work, buy what they want without going out, and connect with friends they haven't seen in a long time. In addition, the timeliness of information release on the Internet is incomparable to traditional media. Internet is not subject to any space, region, environment and other objective conditions, and greatly meet the needs of people to obtain information.

2.4 Interactive characteristics
Interactivity is the Internet superior to traditional media characteristics. It has changed the traditional media information mode of one-way transmission, which is replaced by two-way interactive mode. The Internet provides people with an interactive network environment and communication channels, so that people can break the geographical and spatial factors in real life and make their daily communication unfettered.

3. Investigation on teaching effect of ideological and political theory in the vision of the Internet plus

3.1 Questionnaire design and implementation
Questionnaires are mainly distributed online. The respondents were college students. A total of 2,921 questionnaires were received. This data mainly aims at the reflection of students' ideological and political effects.

3.2 Analysis of teaching effect
As shown in table 1, more than half of the respondents are moderately interested in ideological and political theory courses. Students think that the ideological and political teaching under the traditional model is boring and useless, so the traditional teaching method can not arouse their interest in learning.

| The teaching effect of ideological and political theory | NO. | Percentage |
|--------------------------------------------------------|-----|------------|
| Very satisfied with                                    | 224 | 7.7%       |
| satisfied                                              | 354 | 12.1%      |
| general                                                | 1250| 42.8%      |
| Not satisfied with                                     | 1093| 37.4%      |

3.3 Analysis of the problems in course teaching
As shown in table 2, students believe that the biggest problems existing in ideological and political education in colleges and universities are the problems of teaching content and teaching environment.

| The problems in course teaching                          | NO.  | Percentage |
|---------------------------------------------------------|------|------------|
| Teaching content                                       | 965  | 33.0%      |
| Teaching methods                                       | 365  | 12.5%      |
| Problem of teaching means                              | 421  | 14.4%      |
| Teacher level problem                                  | 354  | 12.1%      |
| Social environmental issues                            | 816  | 27.9%      |
3.4 The ideological and political education in the vision of the Internet plus

According to the survey data, students believe that the education forms of ideological and political in the vision of the Internet plus are shown in figure 1. Students think that the understanding of teaching form should be more focused on the dual micro platform. About half of them think mooc and micro-course should be the mode of ideological and political education in colleges and universities.

![Figure 1: the education forms of ideological and political in the vision of the Internet plus](image_url)

4. Research on the innovation of ideological and political teaching mode

4.1 Establish a diversified teaching system

Ideological and political teaching model is very backward. On the basis of learning from the excellent teaching experience at home and abroad, we should combine the advantages of cultural resources and "Internet +". Finally, we will eventually form a diversified ideological and political education teaching system that combines internal, external, online supports and offline supports. Students should strengthen contact and discussion mainly through QQ or WeChat, micro-blog platform. Students need to answer questions through online moocs and micro-course platforms, and display their achievements in speech, debate, melodrama and other forms. We need to effectively integrate the advantages of "Internet +" and apply information technology to the ideological and political education teaching.

4.2 Build a micro-course platform for ideological and political education

In the current reform of ideological and political education methods, colleges and universities have made remarkable progress by using network teaching methods. For example, the mixed large-scale open mooc teaching platform of Fudan University has been widely recognized by experts. Based on its own online teaching platform for ideological and political courses, Nanjing normal university has established the "national league for the informatization construction of ideological and political courses in colleges and universities". Hebei University explored the teaching method of micro film and organized the national micro film teaching seminar. This kind of teaching method is realized through the establishment of micro-course platform, which promotes the reform of ideological and political education in colleges and universities.

5. Conclusions

The environment of ideological and political education has changed profoundly with the deepening of informatization, such as, the subject and object of education, educational space and educational mode. Subjectivity has been fully reflected. However, we cannot ignore the dilemma of ideological and political development from the perspective of "Internet +". In view of the characteristics of Internet development, we need to explore and expand new ways and methods of ideological and political education. At the same time, as a new form of business, ideological and political education is of great excavation value and it will be innovated in future studies with the application of new information means.
References
[1] Chen haiyan. Research on countermeasures of ideological and political education in colleges and universities under the phenomenon of P2P online lending for college students [J]. Science and education guide (late), 2017 (1) : 60-61.
[2] Chen kun, Cao liangtao. Analysis and definition of network ideological and political education concept [J]. Heilongjiang higher education research, 2011, (04):119-121.
[3] Cui haiying. Value dimension and realization method of network ideological and political education in colleges and universities in the era of big data [J]. Research on higher education in heilongjiang province, 2015, (03) : 33-36.
[4] Li jin. Effective path selection of ideological and political education in colleges and universities under the background of "Internet +" [J]. Academic BBS, 2016 (2): 159-162.