Problems and Countermeasures of Ideological and Political Management of College Students Based on Network Information

Wen Jiang1,*
1Department of Computer Science, Sichuan Vocational and Technical College, Sichuan, China, 629000

*Corresponding author e-mail: wenjiang@sczyxy.edu.cn

Abstract. Information tech has been integrated into all aspects of college students' study and life, which puts forward higher demands for the political & thought management of college students. However, there are still many problems and deficiencies in the political & thought education of college students, which urgently needs reform. Based on this, this paper first analysis and studies the development status and problems of network political & thought management of university students based on network info, and then gives the development strategy of network political & thought management of university students based on network info.

Keywords: Political & Thought Management, College Student, Network Info

1. Introduction
With the iterative expansion of network info tech, it brings new expansion opportunities to the management of college students, especially promotes the efficiency and effect of Political & thought management of college students[1]. At present, the info tech represented by the internet has been integrated into all aspects of college students' study and life, which requires that the political & thought management of college students must be carried out based on Internet info tech, so as to make the political & thought administration of college students better fit the actual expansion needs. However, there are still many problems and deficiencies in the political & thought education of college students, which are shown in the following figure 1. Therefore, it is urgent to carry out innovation and reform, so as to find out the practical countermeasures of effective political & thought administration.

On the other hand, with the explosive growth of network info, the current political & thought administration of college students is facing many difficulties, mainly because the students are facing a lot of external info interference and influence, which makes the administration and education of college students face a more severe form. In this context and conditions, to carry out the political & thought administration of contemporary college students needs to closely adhere to the current expansion of the internet info age, starting from the actual problems faced by college students, actively innovate and improve the problems existing in the traditional political & thought administration work.
Help students to establish correct values in the current complex environment, so as to significantly improve the effect and level of university political & thought administration.

![Diagram of Management System, Management Style, Management Content, Management Method, Management Model]

**Figure 1.** Problems in the political & thought education of college students

In addition, in order to improve the pertinence and accuracy of the current political & thought administration of college students, it is necessary to further explore the practical problems existing in the current political & thought administration of college students. In the process of mining the info of the problems existing in the political & thought administration work of the current university, it brings great use to the application of network info. The data mining and analysis function based on network info can significantly improve the effect and efficiency of Political & thought education, and can effectively cope with the challenges and problems faced by the current college students’ administration work under the Internet conditions. Therefore, it is of great practical value to study the problems and countermeasures of college students' political & thought administration based on network info.

2. The expansion of network political & thought administration of college students based on network info

2.1. The expansion stage of current college students' network ideological administration

At present, the network ideological administration of university students has experienced three typical expansion stages as shown in Table 1 below. In the early stage of the expansion of Internet tech application, the political & thought administration of university students is facing the challenges of the Internet. These challenges are embodied in the fact that college students are exposed to the Internet for the first time, which brings strong impact on their ideology, morality and psychology[2]. In the early stage of the application of Internet tech, college students' understanding of network ideological education is still relatively preliminary, and the theoretical discussion on Political & thought administration of college students is still mainly focused on the negative impact of the Internet, focusing on a series of problems brought about by college students' liberalism.

Since then, with the popularization of domestic universities, the application of Internet info tech makes the political & thought administration of college students gradually networked. In this period, the political & thought administration of college students is mainly in the theoretical understanding level and practical political & thought administration level. The former mainly focuses on the negative impact of the internet on college students' thinking, while the latter focuses on the specific practical content of network political & thought education. In this period, the focus of Political & thought administration of college students is mainly based on the perspective of college students' psychology, based on the practice of college students' psychology and behavior by the impact and impact of the internet.
With the further popularization and application of the Internet, the current Internet has been integrated into all aspects of contemporary college students' life and learning, and universities have gradually constructed a more mature network use environment\cite{3}. Under this condition, the current political & thought administration of college students is gradually turning to the construction of network culture and the effectiveness of network political & thought education. It can be said that the current political & thought administration of college students is gradually developing towards the direction of network. The research on the regularity and effectiveness of political & thought administration under the network conditions has become the focus of the current political & thought administration of college students.

**Table 1.** The network ideological administration expansion stages of university students.

| Stages                        | Administration focus                                      | Research focus of administration                      |
|-------------------------------|----------------------------------------------------------|------------------------------------------------------|
| Initial stage of internet application | Changes of college students' network behavior and ideas | The negative impact of the internet                  |
| Expansion stage of internet application | Psychology and behavior of college students               | Theoretical perspective of communication and psychology |
| Popularization stage of internet application | Network culture construction                             | The effectiveness of ideological education             |

2.2. *The change and current situation of college students' network thought*

With the in-depth application of the Internet in college students' life and learning, the awareness of rights, the passivity of subject consciousness and the degree of personalization of college students are obviously strengthened. As a place where ideas and knowledge collide and blend, the interest expression and appeal of college students are gradually strengthened, and thanks to the advantages of Internet info dissemination and personalized expression, it has gradually become an important platform and carrier for students to express their personalized demands, and gradually promote the continuous strengthening of students' personalized awareness and self-awareness. Secondly, the contemporary college students have a stronger sense of rights and interests protection, especially in the case of their own rights and interests, the needs of students are more urgent, but on the other hand, the ideological and value orientation of college students still need to be further long live, which leads to the extreme in the process of rights protection.

In addition, the Internet has become one of the necessary tools and platforms pursued by contemporary college students. It is not only an important carrier of college students' learning, but also an important tool and platform for students to carry out relevant activities\cite{4-5}. However, due to the existence of a large number of mixed info on the Internet, it puts forward higher demands and challenges for the info discrimination ability of college students. Some college students with weak identification ability will be adversely affected, which leads to their subjective consciousness being more passive. It is not difficult to see that the above changes and current situation of college students' thoughts under the background of the current Internet network info make the political & thought administration of contemporary college students more complex and difficult.

2.3. *The function of political & thought administration in the network info age*
In the current network info era, college students have the typical characteristics as shown in Figure 2. In these characteristics of college students and in the era background and conditions of highly developed network info, carrying out political & thought administration of contemporary college students can effectively promote college students to build healthy, positive ideas and behavior norms, so as to lay a solid intellectual and spiritual support for the further expansion of social economy. Secondly, the political & thought administration of college students can promote the positive quantification of public opinion and info dissemination, promote the correct value orientation and social atmosphere, so as to make the thinking and thinking of college students grow in a positive social atmosphere.

Figure 2. Typical contents and materials of university student administration.

3. Problems in political & thought administration of college students based on network info

3.1. Imperfect administration system of college students
The rapid iteration of the network info age requires that the current administration system of college students should also be actively innovative, so as to adapt to the expansion needs of the new situation. However, at present, most universities still adopt the student administration mode based on the traditional division of labor. This mode has great disadvantages, that is, the student administration workers do not understand the actual situation and needs of students, which leads to the students' psychological activities and state cannot be timely grasped and guided, which has been difficult to adapt to the expansion needs under the condition of network info. In addition, this administration mode based on division of labor can make full use of the role and advantages of info tech, which not only has a regulatory vacancy, but also is difficult to supervise the spread of harmful info on the Internet, which leads to the poor administration effect of college students.

3.2. Lack of a stable administration team of college students
In the context of the expansion of the current university enrollment scale, the number of college student administration workers has not increased correspondingly, which leads to the complicated work tasks of college student managers. On the other hand, the status of university student managers in most universities is not high, which leads to the mismatch between the amount of work tasks and the status of their work, the problem of administration talent loss is more prominent, and there is a lack of stable administration team. In addition, in the case of serious brain drain of the administration team, the level and ability of some remaining college students' managers are not competent for the heavy task of ideological administration of students under the background of the Internet. Most of them carry out formal surface administration, and there is a large room for improvement both in effect and level.

3.3. The way of political & thought administration requires further innovation
College students are in the passionate life stage of youth, and they have their own unique impulsive and irrational characteristics. The carrier of network info platform provides relatively free personalized space for college students. In view of the typical characteristics of this network info age,
the current political & thought administration mode has not been able to carry out effective response. This is mainly reflected in the current administration of college students cannot make full use of info administration tech, cannot effectively guide and supervise the network behavior of college students in real time, leading to students easily lose themselves in the complex info network. In addition, the current administration mode of college students is lack of effective innovation, which leads to the inability to effectively deal with the virtual and instant characteristics of network info platform, so as to ensure the comprehensive expansion of college students' administration.

4. Countermeasures of college students' political & thought administration based on network info

4.1. Developing college students' ideological cultivation and administration based on Internet thinking
First of all, based on the characteristics of college students and their learning stage, carry out targeted student administration work, that is to start the cultivation education of students in the enrollment stage, and cultivate the good demeanor of college students. For the college students who are about to graduate, we should carry out the employment and entrepreneurship education of college students under the background of network info, as well as the planning and guidance of their career. For college students in other learning stages to carry out campus culture education, practice education and guidance activities, based on this to cultivate the college students in all stages of comprehensive political & thought guidance and administration.

Secondly, the political & thought administration workers of college students should regularly carry out the ideological analysis and report meeting of college students, invite foreign industry experts to share their experience with students, broaden their horizons and enhance their ideological realm. In addition, we should regularly check the political & thought status of college students, and make a summary, so as to effectively understand the ideological changes of college students and carry out targeted administration.

4.2. Carry out network political & thought administration of college students
First, in the construction of the network platform for political & thought administration of university students, we should promote the construction of network carriers such as blog, micro-blog and campus official account of university political & thought administrators, and guide the ideological trend of college students in various network platforms. Secondly, in the content construction level of network political & thought administration, we should carry out the selection of network ideological works and create the cultivation of network culture position. In addition, in the talent team construction level of college student’s administration, we should guide academic masters, teaching masters and excellent tutors to participate in the network political & thought administration of college students. Finally, the status of college students network supervision and administration, including taking the form of online education, to promote the multi-dimensional administration of college students.

4.3. Optimizing the administration mechanism of college students
First of all, it should give full play to the effectiveness of network info media and make full use of the advantages of network media in the administration of college students. Secondly, it should improve the quality of college students' administration personnel and cultivate a stable team of student administration personnel. In addition, it should also build a positive campus culture, especially to strengthen the construction of network culture of college students, improve the comprehensive quality of students and managers based on network tech, change the administration concept, and effectively improve the administration effect of college students.

5. Conclusion
In summary, the political & thought administration work of contemporary college students needs to be close to the actual expansion of the current Internet info age, starting from the actual problems faced
by college students, actively innovate and improve the problems existing in the traditional political & thought administration work, and help students establish correct values in the current complex environment.

Based on the analysis of the current situation of the network political & thought administration of university students based on network info, and the research on the problems existing in the political & thought administration of college students based on network info, this paper points out the necessity and positive role of network political & thought administration. Finally, this paper gives the countermeasures of political & thought administration of college students based on network info, that is, from the perspective of Internet thinking, network as the breakthrough point to carry out ideological cultivation and administration of college students, optimize the administration mechanism of college students, and comprehensively improve the level of Political & thought administration of college students.

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