Research on the innovation of College Counselors' Ideological and political work methods based on computer aided technology

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Abstract. The rapid development of the Internet has changed people's way of study, work and life. Colleges and universities are an important group to cultivate high-end talents in China. Therefore, colleges and universities should comply with the requirements of the development of modern society and cultivate modern talents. Among them, college counselors should use multi-channel and multi-channel Ideological and political (hereinafter referred to as IAP) education work based on computer-aided technology, which will better improve the effectiveness and innovation of IAP education. At present, there are many ideological problems of college students in China, such as personality publicity, ideological treason, sensitivity, etc., which requires college counselors to strengthen IAP work. Therefore, Chinese colleges and universities should build a high-quality and professional ability of counselors, which will have excellent comprehensive quality. Through computer-aided technology, we can improve the overall IAP awareness of students, which will ensure the physical and mental health and harmonious development of college students. First of all, this paper puts forward the advantages of computer aided technology. Then, this paper puts forward some problems. Finally, some suggestions are put forward.

Keywords: Computer Aided Technology, College Counselors, IAP, Work Method Innovation

1. Introduction

According to the 45th statistical report on the development of China's Internet, the number of Internet users in China has reached 904 million. In the network era, college counselors should make full use of computer-aided technology to improve the effectiveness and innovation of IAP education of college students, such as QQ, blog, wechat, etc., which will meet the learning needs of students under the background of network resources.

With the rapid development of China's politics, economy, culture, science and technology, computer has become an indispensable part of people's study and life, which has affected people's thinking form. College counselors are IAP educators in the new era, which needs to make full use of the "fourth media" to cope with the global information tide. Computer aided technology can greatly improve the effectiveness and innovation of IAP education in modern colleges and universities. Therefore, college counselors should clearly understand the current situation of network development. Through modern network tools, counselors can promote the improvement and development of College Students' physical and mental quality. At present, there are many ideological problems of college students in our country, such as personality publicity, rebellion, sensitivity, etc., which requires counselors to correctly grasp the students' mentality and emotions.
Through active communication and communication, counselors can better understand the actual psychological development characteristics of students. Through the full use of computer-aided software to guide the development of college students, such as Wechat, Blog, Feixin, Renren, QQ group, microblog, etc., it will be better to achieve efficient and humane management.

2. Advantages of work based on computer aided technology

Computer aided technology provides many advantages for college counselors to carry out IAP education, as shown in Figure 1.

![Figure 1. The advantages of work based on computer aided technology](image)

2.1. Provide a new platform

The advantage of computer aided technology is that it provides a new platform, which directly affects the construction of students' good morality and quality. Through computer-aided technology, counselors can create a good psychological environment for students, which will have a profound impact on students. First, the construction of network IAP education platform is based on the virtual environment of IAP education work, which provides an effective open platform for counselors. Based on the platform, expert teachers can guide online, which will be the first time to master the latest IAP education trends. By understanding the tendency of psychological development, we can promote the comprehensive development of IAP education. The new IAP education platform provides a broad space for counselors, which will stimulate students' practical and innovative consciousness. By concealing their identity, counselors can be harmonious and equal into the collective of students, which promotes the effective implementation of IAP education in Colleges and universities.

2.2. Building a bridge between the subject and the object

Computer aided technology improves the subjectivity of the main team of IAP education, which builds an effective communication bridge for the IAP education work of college counselors. First, the network IAP education has broken the original time and space boundaries of IAP education, which makes the transmission channels more diversified. In the network environment, IAP education can achieve many to one or many to many teaching, which stimulates students' enthusiasm for learning. Second, college students can be exposed to the learning content of various learning periods, which provides the possibility of repetitive education. In the aspect of educational object, the network IAP education work has broken the limitation of information quantity in the traditional IAP education, which has highlighted the social attribute of IAP education itself. The timeliness of network information determines the flexibility of content selection and means application of IAP education, which builds an effective communication bridge from the perspective of development space.

2.3. Enrich the means of IAP education

The advantages of computer-aided technology are also reflected in the diversity and flexibility of IAP education means. The traditional mode of IAP education in Colleges and universities mainly focuses on conversation or course teaching, which ignores the differences in students' acceptance, personality characteristics and psychological development. Therefore, the IAP education is relatively closed. Computer aided technology pays more attention to the flexible dissemination of educational content. Through guidance
in advance, counseling can interfere with students' psychological problems. Through flexible and diverse means, counselors stimulate students' initiative and creative consciousness, which promotes the implementation effect of IAP education significantly. Through QQ group, network forum, personal blog, network mail and other channels, college counselors have implemented the excellent path of IAP education, which will become an effective means of IAP education of college counselors.

3. The problem of IAP education
A total of 1000 questionnaires were issued, and 961 questionnaires were valid, with an effective rate of 96.1%. The specific analysis is as follows.

3.1. The single practice system of local cultural integration
It has increased the difficulty of IAP work. With the rapid development of new media, the scope of information dissemination and the amount of information greatly increased, which increased the number of students to accept bad information. Therefore, college students are more likely to lose themselves, which increases the difficulty of counselors to carry out IAP work. The survey results show that the main reasons are poor information quality and multi culture, accounting for 68.6% and 57.6% respectively. The results are shown in Figure 2.

3.2. The ideals and belief of college students are vague
Colleges and universities should strengthen the education of College Students' ideals and beliefs, which is an important task of counselors. However, the reality of College Students' ideals and beliefs is worrying. Some college students still have different degrees of vague understanding and lack of confidence. The results show that the main problems are the confusion of Marxist belief and the shaking of socialist belief, accounting for 86.6% and 83.1% respectively. The results are shown in Figure 3.

4. The concrete method innovation of College Counselors' work
4.1. Strengthening the management of students with information technology
The popularization and popularization of information technology in the network era provides a new platform for counselors' work. Counselors can rely on electronic information technology, computers, networks and related electronic media to quickly and comprehensively collect students' information, such as personal, family, achievements, morality, physiology, psychology, life, honesty, employment, etc., which can make
the information accurate and timely. Relying on the powerful function of electronic information system, we can analyze and judge the information immediately. Finally, we can make decisions and implement them. Through computer-aided technology, counselors can strengthen the information management of students, which greatly reduces the cost of human resource management. By improving the management level, computer-aided technology provides a strong support for counselors' work innovation.

4.2. Using network to seek resource sharing
Counselors often provide students with various documents and forms in their work, which can be shared in the form of electronic documents through websites, blogs, group mail and group sharing, which will facilitate students to download and fill in. At the same time, all kinds of activity information, rules and regulations, documents and materials can also be uploaded to the sharing platform in time, which greatly improves the efficiency of student work and reduces the cost. We can reduce the workload of counselors through computer technology. When carrying out campus cultural activities, college counselors must grasp the characteristics of the times and lead the trend of campus cultural activities. Through computer-aided software, counselors can enrich college students' after-school cultural life, which will provide a broad platform.

4.3. Strengthen students' thought exchange and tracking
By using the functions of blog, microblog, e-mail, SMS, Feixin and QQ group, counselors can realize the instant ideological exchange between teachers and students conveniently and efficiently. Counselors can publish questions to guide students to discuss. Through discussion and speech, counselors can observe the situation of students, which will carry out targeted work. Counselors can understand the dynamic of students through QQ signature and space, which will better track students' trends and find the causes of problems. In the choice of communication mode, counselors should be good at grasping skills. Through flexible use of various ways of communication, counselors can strengthen students' IAP education, which will actively guide students' correct network behavior. Counselors should strengthen students' ideological exchange and tracking, which can reflect students' ideological situation timely and accurately. At the same time, counselors should firmly grasp the initiative of network ideological education. Through the construction of theme education website, counselors can establish a correct, scientific and healthy ideological and cultural front.

5. Conclusion
In the network era, college counselors should play a good role in education, management and service of the network. By expanding the new ideas and methods of IAP work, counselors can cultivate students' practical needs. As disseminators and implementers of IAP education, counselors must conform to the development of the times.

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