The Ideological Education and Evaluation System of College Students Based on the Internet Environment

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Abstract. Today, the Internet environment has had a great impact on all aspects of college students and has played an indispensable role. The Internet is like a "double-edged sword", which brings opportunities and challenges to ideological education. More and more universities attach importance to the networking of ideological and political education for college students. This paper expounds how to expand the mode of ideological education through the Internet platform and establish the work mechanism and evaluation system for the online ideological education.

Keywords: Network, Ideological Education, Evaluation System

1. The Variable Factors of College Students' Ideological and Political Education in New Media Time

In new media time, new media apps have deeply integrated and changed college students' lives. It has formed the new variable factors in ideological and political education that includes information supply and demand, spread paradigm, guidance channels, etc. [1]

1.1. An Increase in Information Supply and Demand

The continuous change and development of media forms have created the evolution of college students' information needs. The increase in demand brings an increase in the supply level. The quantity and quality of information received are increasing. From traditional paper media to new media such as BBS, QQ, blogs, mobile phone information, and Weibo, the medium of change is essentially the externalization of expressive abilities such as listening, reading, speaking, writing, and singing. In other words, traditional paper media satisfies the spread of text and pictures in the written form. It exists as a visual form of information, while QQ, Weibo and WeChat gradually elongate the media touch and enhance the senses according to the promotion of functions. Moreover, they are not restricted by region, nor time and space, which shows a trend of gradient change [3]. It can be said that new media has become a medium that extends the ability of college students to receive information, supplementing and expanding the reach of college students. Due to the satisfaction and changes of media needs at different stages, the ideological and political education presents new and diverse characteristics.

1.2. Changes in the Mode of Transmission
New media forms have opened up a new way to realize the value transmission of college students. In the past, college students generally got edification on ideals, beliefs or ethics from books in the classroom, but today, every process of dissemination of media information may contain a subtle transmission of values. Network language is more emotional and symbolic than real language, and every transmission of information brings an unjudgeable communication route. The value concept of college students is no longer a binary conception of "teacher-student", but everyone can become a "We-Media" and realize multi-dimensional value dissemination. New media has extended and expanded the form of transmission of ideal values, and brought about new changes in the way of ideology.

1.3. Extension of the Guiding Path
The path of information transmission is also changed. The spatiotemporal differences between information sources and audiences are narrowed, and the limitations of space and time on information transmission are weakened. WIFI and communication signals fill our surroundings all the time and everywhere, which create omni media, Internet of Things and intelligent life, and completely have changed the way we think, work and learn. College students experience the convenience of MOOC, Weibo classrooms, online course selection, etc., and use APPs to help with their homework, make timetables, work out, make friends and so on. They fully immerse themselves in the atmosphere created by new media and enjoy the life of new media. Ideological and political education can open up channels through the "Weibo, WeChat and news clients". It is no longer a single theoretical transmission process, but an online and offline, multi-angle, and full-time ideological guidance.

2. The Current Situation of College Students' Thinking and Behavior in the Internet Environment

2.1 The Positive Impacts of Internet on College Students
First, it can broaden students' horizons. QQ, WeChat, Weibo and other channels have gradually penetrated our lives. Students can not only obtain information earlier, but also discuss and comment, which provides a good way for them to integrate into society and understand the world.

Second, it can guide students to innovate and forge ahead. College students have unique contemporary characteristics, and can tolerate and accept all kinds of ideas and information on the Internet quicker. At the same time, students can accept the efficient and fast way of information exchange on the Internet. Students can use the Internet to obtain information that is not available in traditional courses, which can guide them to think more and farther ahead.

Last but not least, it can promote students' personalized development. The network society is virtual, and the network environment is also very different from the real society. People can create two new selves to manifest themselves and strengthen their self-awareness.

2.2 The Negative Impacts of Internet on College Students
First, it can lead to a decline in students' judgment. With the increasing diversification of the value orientations conveyed by the Internet, it is more difficult for traditional concepts to penetrate people’s hearts. In addition, all different kinds of concepts from eastern and western countries bloom in front of students, resulting in a decline in students' judgment ability.

Second, it can make students overemphasize themselves. Because college students have not yet entirely gotten in touch with society, their emotions and lack of social experience have caused them to always criticize everything they see with their own moral standards, especially for the various social phenomena on the Internet. They lack objective cognition and rarely analyze and explore the root cause rationally.

Third, students lack rational thinking. Students have been protected by their parents since they were young. Their independent ability and psychological quality have not been properly exercised and
cultivated. The psychological age of most students lags behind their physical age, but they look forward to being independent.

3. The Characteristics of Ideological Education for College Students in the Internet Environment

3.1 Exchange of Subject and Object Roles
The ideological and political education in colleges takes "Internet+" as the carrier and focuses on innovating the fields of thinking, consciousness, and behavior. In addition to promoting improvements in college students’ subjective initiatives, it also achieves the effective penetration of ideological and political concepts through visual sublimation, emotional stimulation, ideological integration and frequent interaction [8]. The essence of carrying out relevant activities within the background of "Internet +" is all-round innovation, not just limited to classroom teaching methods of teaching awareness and application. This essential feature has caused a qualitative change in the role of the subject and object in the classroom. Teachers play a supporting role. They change from the subject to the object. Meanwhile, the subjective initiative of college students is effectively reflected. They change from the object to the subject. The role exchange has become a highlight in college teaching [6].

3.2 Inclusiveness and Diversity of Education Content
The Internet is involved in a wide range of fields. It is not an independent unit. The integration of college students’ ideological and political education and "Internet +" is dependent on the effects of diversified radiation, which in turn extends ideological and political education to other disciplines or other new educational fields. This successful transformation and expansion have not only played a positive role in demonstrating, but also consolidating the system structure of ideological and political education. It opens up a green channel for new ideas, new thoughts, and new education.

3.3 Openness and Interaction of Working Methods
The Internet can absorb information resources from all over the world and provide necessary resource support for knowledge seekers. For the ideological and political education, in the past, teaching activities were often carried out according to a fixed teaching model. Not only did students have no interest in large-scale political theories, but the teaching effect was also a formality. After entering the "Internet +" era, ideological and political teachers have changed their ideological concepts. They are now holding an open mind and vision, using innovative working methods, focusing on students' sensory education, thinking development, and behavior guidance, creating a benign interactive atmosphere with students [5].

3.4 The Diversity and Richness of Educational Carriers
In the Internet environment, the ideological and political education in colleges requires teachers to improve their teaching and information literacy. It needs teachers to select network resources in a targeted manner, and use the function of rapid information transmission in the Internet era. In combination with Internet information technology, teachers have adopted multiple methods such as distance teaching, collaborative lesson preparation, resource sharing, etc. They have effectively used the new carrier of education and teaching, developed online network ideological and political courses, and provided college students with abundant learning resources [7].

3.5 The Speed and Efficiency of Communication Channels
The Internet realizes rapid and instant delivery of information resources. Teachers use QQ, Weibo, email and other information dissemination channels to establish a fast communication path with students. They are able to answer and reply in time to students’ questions; the reply is almost synchronized with the reception. The students are able to get answers to the questions as soon as possible, which effectively alleviates the teaching pressure on the teachers.
4. Opportunities Brought to College Students' Ideological Education in the Internet Environment

4.1 It Innovates the Methods and Means of Ideological Education
Nowadays, all educational resources, writings, or related materials can be easily and widely disseminated through the Internet, WeChat, Weibo, etc., and can even be shared in the form of online classes, so that students can learn more by staying at home. In addition, the colleges can also make full use of the Internet to collect dynamic information from students, and understand the information that students primarily care about. At the same time, it is convenient to use the Internet to quickly and accurately disseminate healthy and scientific ideological and political information, and to create a positive and progressive public opinion atmosphere for ideological and political education.

4.2 It Expands the Effect of Ideological Education
Ideological educators can use the Internet to learn, inquire, master the latest and most comprehensive information. Relying on the sharing of educational materials, they can improve their professional proficiency. Even when students have problems, they can use the Internet to obtain timely and accurate psychological dynamics of students in order to further improve their timeliness of crisis intervention.

5. Construction of the Evaluation System of College Students' Ideological Education in the Internet Environment

5.1 Principles for the Construction of Ideological Education Evaluation System

5.1.1 Scientific and guiding principles. First of all, it is necessary to adhere to the correct guiding ideology and clarify the significance of evaluating the effectiveness of ideological and political education for college students. On the one hand, the system must be objective, fair and accurate, so that it can truly reflect the actual situation, play a guiding role in the education, and promote the reform and development of the evaluated objects [2]. On the other hand, the system should conform to the law of students’ growth and development. It is necessary to be able to link the overall situation of college ideological and political education with each factor to form a whole.

5.1.2 The principle of qualitative and quantitative combination. The evaluation of the effectiveness of education requires not only qualitative analysis but also quantitative analysis. Qualitative analysis is the starting point of a problem and a prerequisite for quantitative analysis. However, due to the strong subjectivity and poor standardization of qualitative analysis, things can only be evaluated in principle, generality, and tendency. Therefore, the effectiveness evaluation should adhere to the principle of qualitative and quantitative combination.

5.1.3 The principle of combining comprehensiveness and development. The ideological and political education is a systematic and extensive project, which requires educators to look at the problem comprehensively when evaluating, and grasp the whole process. Educators need to extract the connections between the elements in the overall situation, so as to make a more comprehensive, specific and objective evaluation. In addition, the effectiveness of college ideological and political education is a dynamic process; things and people involved are also developed. Therefore, educators must use a developmental perspective to evaluate it.

5.1.4 Combination of target assessment and incentive mechanism. To carry out the evaluation, corresponding ideological and political education goals must be established. A special goal assessment team should be set up by the Student Affairs Department and the relevant staff of the colleges. To better realize the effect of the evaluation of ideological and political education, the appraisal like "advanced work units", "advanced individuals", "advanced classes" and "excellent students" should be held based
on the assessment results. The relevant teachers and students should be given corresponding rewards [4].

5.2 Website Construction Evaluation
As a new spread channel, the Internet will become an essential method for young students to obtain information. Therefore, whether the current ideological and political education websites established by schools can effectively use the network platform, promote the ideological education of students, and guide the thinking of college students to be more positive, is very important. At present, the role of the Internet in student education has been highly valued by colleges and universities. It is urgent to build a website that suits the reality of the school, and then use evaluation methods to track it to ensure the effective application of the website.

5.3 Implementation of the Indicator System
Constructing a social evaluation index system for students’ ideological and political education of an independent college is directly applied to the actual work of the school’s evaluation of students, so as to achieve the effects and evaluation. The following aspects are necessary in the social evaluation index system:

First, Indicators and weights should vary with different evaluation subjects, and they should also keep pace with the times and change accordingly. Several indicators in the social evaluation index system can be appropriately added or deleted, the dynamic changes of the evaluation subject and the actual lawsuits [10]. For example, once students start working, these companies require them to have a sense of responsibility and the ability to bear hardships and stand hard work. For this, the school must highlight the indicators and weights in this aspect when formulating the social evaluation system. In this way, the characteristics of application-oriented talent training can be clearer.

Second, the indicators and weights should reflect the talent training philosophy of the independent college. That is to say that ability is the foundation, the students are the main body; teachers are leading characters. The characteristics of application-oriented talent training should be reflected. The social evaluation system must reflect the school's orientation and talent training goals. The requirements of companies on the "quality" of talents should also be paid attention. The indicators and weights should take the cultivation of students' abilities as the foundation, adapt to the economic development of the social region, and cultivate students' adaptability, integration, pioneering and innovation according to the requirements of the company on the personnel of the frontline jobs [11].

5.4 Network Ideological Education Management Evaluation
The effect of ideological education for college students is closely related to educators. In the Internet era, it is essential to train and select the network ideological and political educators more strictly. The online education team not only needs to have a comprehensive and systematic theory, but also needs to be alert to the ideological and political situation of college students, and provide timely guidance and education through the network [9]. The evaluation of the team of network educators can start from the following aspects: the composition of the team, the professional level of the full-time team, the specific work, the network work examples, and the training experience, etc.

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