Ideological and Political Exploration and Practice of the Course " Product User Experience on Internet " from the Perspective of "Innovation and Entrepreneurship"

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Abstract: General Secretary Xi Jinping proposed that we should integrate ideological and political work throughout the whole process of education and teaching so as to achieve all-round development and all-round education. Under the guidance of the thought, the ideological and political construction of curriculum has become an important task in higher education. As the core and main course of E-commerce major, the integration of ideological and political education into course content is an important part of Product User Experience on Internet. From the perspective of innovation and entrepreneurship, taking Product User Experience on Internet as an example, this paper analyses the reform ideas and processes, key reform measures, teaching content design and reform path exploration of the course ideological and political teaching reform. The article uses a variety of quantitative analysis methods such as changes in students' final grades, student evaluation results and course ideological and political questionnaires,concluding that the ideological and political reform of this course has achieved positive results. The ideological and political reform of this course improves learning enthusiasm and recognition of the core ideology of socialism of student. This paper has certain reference significance for the ideological and political reform of other types courses.

1. Introduction

In recent years, the state has attached great importance to comprehensively promoting the ideological and political reform of the curriculum [1]. In 2017 ,Central Committee of the Communist Party of China and The State Council proposed Strengthening and Improving the Ideological and Political Work in University Students under the New Situation,which points out that curriculum ideological and political education is an important part of ideological and political education in colleges and universities. As the main position of ideological and political construction in the classroom, it is necessary to fully explore the ideological and political teaching resources contained in different subject courses [2].

2. Reform Ideas and Processes of the Course Ideological and Political of Product user Experience on Internet

As a compulsory course for students majoring in e-commerce, the course ,Product User Experience on Internet ,comprehensively introduces Internet economy and user experience, classical user experience design theory, five elements of user experience, user experience and product design, user experience research planning, user experience measurement, internet product user experience report, etc. Students are required to design Internet products based on five elements of user experience and apply user experience research methods to designate user experience research plans, finally measure user experience of internet products. As a core course of e-commerce major,product user experience on internet integrates ideological and political content into class. Teachers combine ideological and political elements with course content during class and guide students to deeply understand Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, encourage the students to consciously practice core socialist values, inherit and promote the traditional Chinese culture, carry out legal education, and deepen professional ideals and professional ethics education. In order to cultivate students' innovative spirit and enhance students' teamwork ability and comprehensive practical ability, guided by innovation and entrepreneurship, this course carries out school-enterprise cooperation and integration of production and education. On the one hand,the school establishes an off-campus training base. Corporate tutors are invited to teach students in class and guide graduation thesis. Teachers regularly participate in industry training to update the knowledge content. On the other hand,relying on the Student office &venture office(SOVO) in campus,students can start entrepreneurship. Under the guidance of teachers, students also can participate in innovation and entrepreneurship competitions. As shown in Figure 1 , this course optimizes the course ideological and political design process.
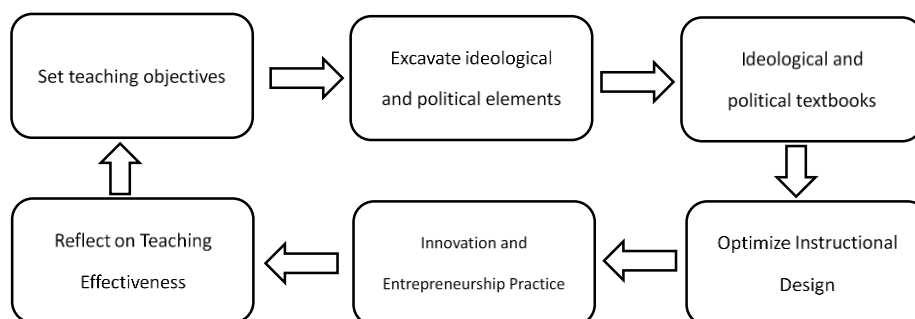

Figure 1: Course ideological and political design process of Product User Experience on Internet

3. Key Measures for Course Ideological and Political Reform of Product User Experience on Internet

3.1 Set up a Teaching Team for Ideological and Political Teaching reform in Courses

Curriculum ideology and politics is a systematic task, which requires the coordination and cooperation of schools, colleges, majors and teachers[3]. Among them, teachers play the main role in the construction of curriculum ideology and politics. Teachers' own quality and teaching level will affect curriculum ideological and political reform result. The department of electronic commerce has set up a teaching team for the ideological and political reform . The course group regularly conducts course ideological and political exchange seminars, collective lesson preparation, observation and learning, and jointly think about how to integrate ideological and political elements

with the course content. At the same time, the department of electronic commerce encourages teachers to carry out innovations in course teaching models and integrates ideological and political elements of courses in various aspects such as course standard design, textbook selection, and teaching content to enhance students' learning experience.

3.2 Integrate Ideological and Political Elements and Improve Teaching Quality

This course grasps "firming students' ideals and beliefs, and educating students to love the party, the country, socialism, the people, and the collective as the main line". Teachers integrate the ideological and political elements into the course and deeply refine the ideological and political elements and spiritual connotations contained in the curriculum content.

First of all,the ideological and political elements of the course are integrated into the course standards, teaching calendar, course guide manual, PPT, test questions, case sets and micro-courses of Product User Experience on Internet. The curriculum content and the ideological and political content are integrated with each other to achieve a good educational effect.

Secondly,teachers should use advanced, interactive, and targeted teaching methods, and make full use of the school's blended teaching platform, DingTalk group communication platform and Ketangpai platform. Before class,teachers upload teaching resources to the blended teaching platform, so students can preview the course content in advance and listen to the difficult points that they have not mastered during the class. In the class, teachers use a variety of teaching methods to explain the content, such as case explanations, interactive questions, group discussions, etc., and use a variety of information technology, such as DingTalk group sign-in, voting and other functions to interact with students to increase course participation. After class, students can learn the course content repeatedly through the blended teaching platform. Teacher can observe the students' after-school learning through the background data of the blended teaching platform. At the same time, teachers use the Ketangpai platform to conduct in-class tests to understand students' mastery of knowledge. What's more,teachers conduct timely Q&A interaction through DingTalk group and provide targeted guidance to students with weak learning foundation.

3.3 Carry out Innovation and Entrepreneurship Education and Cultivate Applied E-Commerce Talents

The department of electronic commerce actively carries out innovation and entrepreneurship education reform and deepens school-enterprise cooperation and integration of production and education. The department of electronic commerce also strengthens the construction of "double-qualified" teachers and innovative teams, innovates talent training models, promotes professional construction and curriculum reform, improves teaching methods and cultivates students' innovative awareness and spirit. On the one hand,the school establishes an off-campus training base for student to carry out off-campus training and enhance their practical and application ability. Besides,the school promotes corporate tutors into the classroom and invites corporate tutors to jointly guide the graduation thesis. Teachers actively participate in industrial training in the direction of e-commerce. On the other hand,to cultivate applied and compound e-commerce talents for the country and society,our school has student office &venture office(SOVO), which provides students with an innovation and entrepreneurship incubation base. At the same time, students are encouraged to actively participate in relevant competitions, such as China National College Student "Innovation, Originality and Entrepreneurship" Challenge, The China International College Students' "Internet+" Innovation and Entrepreneurship Competition, Challenge Cup, Creative china national design art awards.

4. Teaching content Design of the Course Ideological and Political Teaching Reform

There are 7 chapter in Product User Experience on Internet. This article takes an important knowledge point in each chapter as an example to show the integration of ideological and political content and teaching content and the expected learning effect. The ideological and political teaching content design of the courses is shown in Table 1.

Table 1: Design of ideological and political teaching content for the course Product User Experience on Internet

Knowledge point	Teaching methods		Course ideological and political teaching content	Expected learning outcomes
Chapter1 Internet economy and user experience	Development status of user experience	Question method, teaching method	Teachers inspire and guide students to understand the development status of user experience industry at home and abroad, compare and analyze the development and products of Chinese and foreign industries, stimulate the awareness of strong technology and strong country and interest in learning, and enhance the sense of mission and responsibility for learning.	Students are cultivated to understand social development, deepen their professional ideals, and strengthen their sense of social responsibility.
Chapter2 Classical user experience design theory	Industrial design - design aesthetics	Explain by case,discussion method	Taking the 20-year version of QQ software iterative and continuous innovation as an example, groups were asked to discuss design updates comparing different versions of QQ in groups to deepen the understanding of the continuous iterative updating of Internet products.	Students are cultivated to build innovative consciousness.
Chapter3 Five elements of user experience	User experience job classification	Role-playing, scenario simulation	Students perform role-plays and scenario simulations for product managers, UX designers, and user researchers in the class. In classroom practice, teachers conduct interviews and research to cultivate students' awareness of interdisciplinary learning and encourage innovation, emphasizing the importance of originality in works.	Teachers cultivate students to deepen professional ethics and emphasize professionalism and innovative consciousness.
Chapter4 User experience and product design	User experience and interaction design	Explain by case	Taking domestic products won a number of international industrial design awards as an example in the class, students understand the innovation and competitiveness of	Through patriotic education, students' national self-confidence and national pride are

			domestic products, and deepen awareness of patriotism.	enhanced.
Chapter5 User experience research planning	Research method of user experience-- behavioral data analysis	Discussion method, assigning self-study tasks after class	Teachers emphasized that while conducting user experience research through behavioral data analysis, attention should be paid to protecting user privacy, prohibiting big data killing and revealing user privacy and other behaviors. Teachers require students to study "E-commerce Law" and "Personal Information Protection Law of the People's Republic of China" after class.	Students are cultivated to establish legal awareness, know the law, study the law, abide by the law and use it.
Chapter6 User experience measurement	User experience measurement - error measurement	Teaching method	Taking user experience error measurement as an example in the class, students can understand that in the process of user experience measurement, it is necessary to be fair and impartial, and objectively reflect the problems existing in the use of products.	Students are cultivated to have a sense of fairness and justice.
Chapter7 Internet product user experience report	Internet product user experience report	Group work	The group jointly completed the PPT report and analysis report on the user experience of Internet products. Teachers selected App products such as "Learning to Strengthen the Country", "Learning Ideological and Political Courses", and "Ideological and Political Micro-Lessons" as cases, require students to pay attention to the development of national current affairs and improve their ideological and political literacy	Teachers guide students to deeply understand Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and encourage the students to consciously practice core socialist values.

5. The reform Implementation Path of the Course Ideological and Political of Product user Experience on Internet

5.1 Form a High-Level Teaching Team

First of all, teachers should strengthen the construction of teachers' morality. Teachers' ideological and political literacy, education awareness and value guidance are very important in the ideological and political construction of the curriculum. It is necessary to guide teachers to combine self-cultivation with teaching and educating people and promote the normalization of the construction of teachers' morality[4].

Secondly, teachers should improve their own curriculum ideological and political capabilities and participate in new teachers' pre-job training and teaching ability training about curriculum

ideological and political. The department of electronic commerce has set up a teaching team for the ideological and political reform . The course group regularly conducts course ideological and political exchange seminars, collective lesson preparation, observation and learning, and jointly think about how to integrate ideological and political elements with the course content. The teachers of this course group participated in lectures such as the ideological and political teaching ability training for college teachers, the effectiveness of the construction of ideological and political demonstration courses and the training on teaching experience sharing.

Last but not least, in order to build a "double-qualified" teacher team and an innovative teaching team, the teachers of the course group have obtained the "Liaoning Province E-commerce Double-qualified" certification and have actively communicated with peers. Teachers also deepen school-enterprise cooperation and integration of production and education relying on the advantages of "school-enterprise alliance".

5.2 Integrate Ideological and Political Elements into the Curriculum

First of all,the ideological and political elements of the course are integrated into the course standards, teaching calendar, course guide manual, PPT, test questions, case sets and micro-courses of Product User Experience on Internet. Teachers should integrate the ideological and political elements into the course and deeply refine the ideological and political elements and spiritual connotations contained in the curriculum content.

Besides, Teachers should use a variety of teaching methods. According to the characteristics of the course, teachers should dig deep into the ideological and political education resources contained in the course. Students will enrich their knowledge and shape their character, and become a new generation of e-commerce businessmen who have grown up under the Internet through learning. This course aims to cultivate students' awareness of core socialist values, patriotism, national self-confidence, innovation awareness, rule of law awareness, professionalism, justice awareness, e-commerce professional ethics, social responsibility, etc. During the class, a variety of teaching methods are adopted, such as case teaching method, problem introduction, situation introduction and application of information technology, etc. In order to allow students to better understand the ideological and political elements, teachers explain through cases and hot events in China.

Thirdly, this course applied for the course ideological and political demonstration course. Building a brand course is an important means to comprehensively promote the ideological and political construction of the course. Our school carried out the application and acceptance of the first batch of ideological and political demonstration courses in 2021.This course also actively applied for the course ideological and political demonstration course and succeed. Then the course passed the school's acceptance and obtained the "college-level course ideological and political demonstration course".

5.3 Carry out Innovation and Entrepreneurship Education

On the one hand, this course carries out school-enterprise cooperation and integration of production and education.

Firstly, the school establishes an off-campus training base . There are currently 20 off-campus internship training bases cooperating with our department. The cooperative units include cross-border e-commerce companies, game design companies, and short video live-streaming operation companies. Not only can we take advantage of the resource advantages of the school-enterprise cooperation base platform to introduce real projects, real needs, and real environment from industry and enterprises, but also we can introduce enterprise experts to participate in practical teaching and carry out off-campus training for senior students. Graduate students can go to the off-campus

training base for internships to enhance their practical and application ability.

Secondly, the school promotes corporate tutors into the classroom and invites corporate tutors to jointly guide the graduation thesis. In the past 5 years, a total of 46 corporate tutors have participated in the joint guidance of the classroom and the graduation thesis. The corporate tutors bring professional industry knowledge to the students, and provide thesis topics in the graduation thesis according to the current development of the industry.

Thirdly, teachers actively participate in industrial training in the direction of e-commerce. 50% of the teachers in the course group are "double-qualified" teachers, and 3 teachers have corporate backgrounds. Teachers of the course group have all obtained the "1+X Interface Design Intermediate Training" certificate and user experience designer (advanced training). The course leader has won the international UXPA industry anthology review experts, the UXD Award gold medal review, the 9th user experience summit in 2021 and actively communicated with peers.

On the other hand, the school pays attention to strengthening students' innovation and entrepreneurship education.

Firstly, students are encouraged to actively participate in relevant competitions. In recent years, our students have participated in lots of competitions, such as China National College Student " Innovation, Originality and Entrepreneurship " Challenge, The China International College Students'"Internet+" Innovation and Entrepreneurship Competition, Challenge Cup, Creative china national design art awards, and have achieved excellent results. Related to Product User Experience on Internet course, started in 2009, sponsored by UXPA China (User Experience Professional Association), International user experience innovation competition (UXD Award) is the first design competition for user experience in China. The competition advocates the concept of UCD (User-Centered Design) and requires students to simulate enterprise project teams to complete products or systems that meet user experience standards. Students of our department participated in the 2019 UXD Award and won the second prize at the provincial level. Meanwhile, students won the national excellence award in the 2019 and 2020 Creative china national design art awards and won the national excellence award in the 2020 Chinese university art works annual exhibition.

Besides, our school has student office &venture office(SOVO), which provides students with an innovation and entrepreneurship incubation base. The school encourages students to apply for college students' entrepreneurial projects and start their own businesses. During the class, there are six groups applying for college students' entrepreneurial projects, including 2 at the provincial level and 4 at the school level.

6. Evaluation of the Effect of the Course Ideological and Political of Product User Experience on Internet

In order to measure the implementation effect of the ideological and political reform of the course Product User Experience on Internet, this paper will analyse the changes of from three aspects: the change of students' final grades, the results of students' evaluation of teaching and the results of curriculum ideological and political questionnaires.

6.1 The Change of Students' Final Grades

The final score of the Product User Experience on Internet course consists of two parts: formation assessment and end sex assessment, each accounting for 50%. The formation assessment consists of four parts, classroom performance (10 points), follower test (10 points), Internet product user experience sharing PPT report (10 points), and Internet product competing product analysis report (20 points). The end assessment is a closed -volume exam. The content of the exam covers

the key content of teaching. The amount of questions involved in the question type includes a total of 20 points for a single choice. End assessment includes 5 parts, including 20 points for single questions, 10 points for multiple choices, 20 points for judgment questions, 30 points for short answering questions, and 20 points for comprehensive questions. It is found that after the implementation of the curriculum ideological and political exploration for Product User Experience on Internet, the average score of students' formative assessment is 37.06, usual performance (8.01/10), classroom test (8/10.0), user experience sharing (6.76/10.0),the user experience analysis report (14.29/20.0), the pass rate of the formative assessment is 93.2%; the average final score is 80.55, and the pass rate is 91.6%. Compared with the teaching effect of the previous round without the implementation of ideological and political courses, the average score of the formative assessment increased by 1.86 points, the average score of the summative assessment increased by 3.25 points, and the pass rates of the formative assessment and the summative assessment increased by 3.25% and 5.1% respectively. According to the preset learning effect, students' professional knowledge of internet product user experience, planning and design ability, oral and written expression ability have been effectively improved.

6.2 The Results of Students' Evaluation of Teaching

In the evaluation results of students in our school, based on the expected learning effect, teaching ability, teaching content, after-school tutoring and answering questions, and learning effect, the score of this course is 94.91 points, which is higher than the school's average score. The comments made by the students of this course include, "I think the teacher's class is very interesting, and I have benefited a lot from listening to it", "The teacher is very good, and the lecture is clear and rigorous", "The explanation is clear and the knowledge is abundant"," Teachers can enrich the content of the course according to the current actual hot spots.", "The course is detailed, with rich knowledge points, which arouses interest in learning", "The teacher lectures very seriously, the knowledge points are very detailed, the key points are clear, and the tutoring is serious" and so on.

6.3 Curriculum Ideological and Political Questionnaire Results

In order to measure the implementation effect of the course ideology and politics, a teaching effect evaluation form of course ideological and political was designed at the end of the course. The content of the questionnaire is shown in Table 2. Through the Questionnaire Star platform, questionnaires were distributed to 198 students in the course Product User Experience on Internet, and 170 questionnaires were recovered, with a participation rate of 85.8%. The questionnaire uses a five-point Likert scale. Students choose the answer according to their different experiences in class.

Question 1 Course ideological and political knowledge is multiple choice questions. Students' understanding of the ideological and political elements of the course such as core socialist values, patriotism, national self-confidence, innovation awareness, rule of law awareness, professionalism, justice awareness, e-commerce professional ethics, social responsibility, is 80.11%, 80.72%, 74.7%, 92.16%, 67.47%, 73.49%, 69.88%, 69.88%, and 74.7%, respectively. Because among the course teaching objectives of this course, it is possible to redesign Internet products based on the five elements of user experience, and to have a certain ability to integrate innovation, and the course carries out "innovation and entrepreneurship" education, which cultivates students' innovative awareness and practical ability, so students have the highest degree of mastery of innovation consciousness. Students have a low grasp of legal awareness. Therefore, in the next round of teaching, it is necessary to improve students' legal awareness and know the law, study the law, abide by the law and use it[6].

Table 2: Curriculum ideological and political questionnaire of Product User Experience on Internet

First-level indicator	Second -level indicator
Course ideological and political knowledge	Core socialist values , patriotism, national self-confidence, innovation awareness, rule of law awareness, professionalism, justice awareness, e-commerce professional ethics, social responsibility, etc.
Course contents	The content of ideological and political education is close to e-commerce positions; the content of ideological and political education meets the needs of personal development.
Teaching level	The teacher's teaching content is substantial and the amount of information is accurate and appropriate.
Teaching form	Teachers use a variety of teaching forms, the teaching forms are inspiring and can stimulate students' interest.
Teaching means	Teachers adopt modern teaching methods in the classroom,provide online courses of ideological and political learning cases to guide students to study independently after class.
Teaching method	Teaching methods are targeted, participatory, interesting, emotional and experiential.
After-class communication and feedback	After-class communication with students, answering questions, and comments on homework feedback have a valuable guiding role for students.
Educational effect	Through the explanation of ideological and political cases in class, students have enhanced their identification with the core socialist values , strengthened their national self-confidence, established a sense of innovation, deepened their professional ideals and professional ethics, and enhanced their sense of social responsibility[5].

Questions 2-9 are scale questions. The results of the questionnaires are shown in Table 3. From the results of the questionnaire, it can be concluded that the course ideological and political of this course have a positive impact on students' ideological and political cognition, and the ideological and political construction of Product User Experience on Internet has achieved positive results. Notably, 1.2% of the students were dissatisfied with the teacher's after-school tutoring and homework correction. Therefore, the teacher should provide students with more communication and answering channels after class to solve their doubts in time.

Table 3: Results for questions 2-9

Measurement item	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Course contents	69.88%	24.1%	6.02%	0%	0%
Teaching level	89.16%	6.02%	4.83%	0%	0%
Teaching form	83.13%	0.84%	6.02%	0%	0%
Teaching means	85.54%	9.64%	4.82%	0%	0%
Teaching method	83.13%	12.05%	4.82%	0%	0%
After-class communication and feedback	81.93%	13.25%	3.61%	1.2%	0%
Educational effect	79.52%	14.46%	6.02%	0%	0%

7. Summary

Taking Product User Experience on Internet as an example, this paper analyzes the reform ideas and processes, key reform measures, teaching content design and reform path exploration of the course ideological and political teaching reform. This paper quantifies the effect of the implementation of curriculum ideological and political reform from three aspects: the change of students' final grades, the results of students' evaluation of teaching and the results of curriculum ideological and political questionnaires. Meanwhile, guided by innovation and entrepreneurship, this course carries out school-enterprise cooperation and integration of production and education. Students participate in innovation and entrepreneurship items and competitions. On the one hand,this article can provide cases and experience for the ideological and political reform of other courses in e-commerce and other professional courses,on the other hand,this article provides ideas for creating applied and compound e-commerce talents.

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