

Discussion on the ideological and political education methods of college students under the micro-network environment

Zhang Xinran

Anhui University of Finance and Economics, Bengbu, Anhui, China

Keywords: Micronetwork; College students; Ideological and political education; Implementation strategy

Abstract: With the development of information technology, it has brought abundant resources and convenience to the ideological and political education of college students, effectively changing the traditional teaching form that emphasizes knowledge imparting and neglects ability training. Under the background of the micro-network era, it constantly reforms the teaching concept and enriches the education method to conform to the development trend of the micro-network environment, and highlights the principal position of students. To innovate the path of ideological and political education of college students in an all-round way with the new situation, new standard and new media education strategy. Therefore, this paper mainly discusses the promotion effect of micro-network environment on ideological and political education of college students, education status and implementation strategies.

1. Introduction

In the context of the development of the new era, with the continuous development of network media such as wechat, Weibo and micro-video, the era of micro-network has come along with the trend and has become an indispensable part of people's work, study and life. In the reform and innovation process of ideological and political education of college students, micro-network has been widely used by schools, teachers and students with its functions of openness, diversity and immediacy. Micronetwork not only promotes ideological and political education of college students, but also brings some challenges. It is necessary for college teachers to grasp the characteristics of micronetwork in depth in order to better achieve educational goals.

2. The promotion of ideological and political education of college students under the micro-network environment

The ideological and political education of college students has a good practical significance, which can effectively help college students do a good job in ideological and political construction before employment, and do a good job in the party building work in the future career development process, and do a good job in the theory and skill reserve of "learning to cast the soul, learning to add value, learning to positive wind, learning to promote dry". In the form of micro-network, the

direction, goal and specific content of ideological and political education of college students can be based on the development of modern information technology, and with the help of a variety of network media, various terminal information release and transmission functions such as computers and mobile phones can be realized. At the same time, big data technology is used to integrate, analyze and process college students' learning effect, process, ideological and political attitude, outlook on life, values and world outlook, so as to fully realize the innovation of ideas, channels and information collection technology of college students' ideological and political education, and fully demonstrate the practical guiding significance and educating value of ideological and political education [1].

Second, the current situation of college students' ideological and political education in the micro-network environment

2.1 The education model lacks innovation

Under the background of micro-network, the ideological and political education resources of college students are more abundant, the communication and exchange channels are more convenient, and the educational means and educational platforms are also developing in a diversified trend. However, in the real education process, there are still traditional didactic teaching modes focusing on knowledge transmission, or single teaching communication based on certain media, and innovative micro-network education forms lacking interactive and communication effects [2].

2.2 Lack of integration of educational media

In the era of micro-network, a single teaching form can no longer meet the diversified learning demands of students. However, in the process of ideological and political education, college students still emphasize the concepts of unification, standardization and easy operation, and carry out knowledge teaching, subject-object communication and visual teaching through fixed channels. It lacks the form of integrated teaching based on ideological and political education purposes, learning tasks and teaching activities, combined with a variety of terminal devices in the micro-network environment, and has not fully integrated the application of learning platforms such as wechat, Weibo, Douyin and Kuaishou to expand learning channels and political education fields.

2.3 Lack of control of thought dynamics

With the in-depth promotion and implementation of the concept of quality education, ideological and political education has always been based on the educational goal of fostering morality and educating people. However, there is a lack of comprehensive investigation and grasp of college students' ideological and political dynamics, behavioral literacy, political positions and patterns. If we simply teach for the sake of teaching and learn for the sake of learning, it is difficult to show the educational value of ideological and political education.

3. The effective implementation strategy of ideological and political education of college students under the micro-network environment

3.1 Enriching teaching forms and implementing diversified teaching strategies

Under the micro-network environment, educators should make use of the rapid development of information technology and the continuous upgrading of school management platforms to open up

related online communication channels and help students realize various forms of communication and interaction with school management platforms, mobile phones, WeChat, apps and other network terminals for ideological and political education. Give students the opportunity to play and show their ideological and political beliefs, standing positions and party spirit awareness. For example: Schools can deepen and innovate the student management platform by using micro-network functions such as website construction, multimedia design and software development, and add educational channels such as "micro-video" lectures and live online teaching for ideological and political education. Moreover, according to students' viewing and browsing time and educational topics, the school can make statistics and collation in the background with the help of huge data analysis technology. Keep track of students' learning in real time. At the same time, it has set up livestream link, real-time dialogue, online consultation, message, and question answering platform for experts and professors, etc., to truly realize diversified teaching strategies in the micro-network environment, so that students can make use of fragmented time anytime and anywhere to improve their ideological and political level [3].

3.2 Conducting immersive ideological and political education activities through micro-networks

Ideological and political education is the fine tradition, distinctive characteristics and outstanding political advantages of the Communist Party of China, and is the lifeline of all work. Accurate thinking and politics is the specific application of accurate thinking in ideological and political education, and is also one of the important goals of the innovation and development of college students' ideological and political education. In recent years, with the rapid development of information technology in our country, the micro-network industry has emerged, and the frequency of college students using apps in the micro-network environment has become higher and higher. Micro-network provides a new communication medium and mode for ideological and political education of college students, and plays an important role in promoting the timeliness and pertinence of ideological and political education in colleges and universities, and enhancing the scientificity and synergy of ideological and political education. For example, the ideological and political education of college students in the micro-network environment can also use the micro-network environment to create an "ideological and political education precision research group" to carry out immersive ideological education work. The research team is composed of education administrators, ideological and political teachers and student representatives. Based on the three dimensions of accurate identification, accurate supply and accurate evaluation, the team issues questionnaires through the student management platform, conducts online and offline collaborative interviews, and uses Python crawler technology and Fiddler software for data analysis. Collecting and studying the ideological and political attitudes and current situation of college students and other relevant information through big data which crawled the implementation and implementation of college students' precise ideological and political education work, could play an essential role in understanding and mastering the positive effect of ideological and political education courses in the form of micro-video. At the same time, theory, knowledge and ideology and other aspects of an all-round understanding of the current situation of ideological and political education in colleges and universities could optimize the content of ideological and political education, pay more attention to the depth of ideological education, theoretical dismantling and ideological interest. In addition, more college students are encouraged to participate in the micro-video recording and creation process of precise ideological and political education, and more micro-and student-perspective ideological and political education content expression are added. By insisting on the student-centered research direction, more college students are immersed in the

micro-network environment to learn ideological and political knowledge, participate in ideological and political activities, and realize the development trend of multi-subject creation and multi-dimensional expression of micro-networks. All-round innovation of ideological and political education methods for college students can enhance the value of education.

4. We will strengthen humanistic care and thought-leading education

The Party and the state attach great importance to the ideological and political construction of college students. The 16th document of the Party also points out that "ideological and political education of college students should be carried out with ideals and beliefs as the core". In the process of practical education, we can clearly see that the mainstream trend of contemporary college students' ideas and beliefs is positive and healthy development. However, although the micro-network environment has brought diversified channels for ideological and political education, it has also brought more extensive influences on the psychology and behavior of college students. With the development of information technology and the application of big data technology, it can also be clearly seen that contemporary college students have different degrees of practical problems such as vague ideas and beliefs, confused political beliefs, lack of social responsibility and poor psychological quality. Therefore, through the micro-network environment, we can effectively carry out humanistic care for college students, help them apply the ideological and political concepts and spirits they have learned in real life and practical activities, and improve their political literacy in an all-round way. For example, schools can set up multiple "ideological and political growth groups" in the form of classes, grades, majors and departments, and ensure that each growth group has 1-2 teachers to maintain and guide them through communication in micro-network environments such as WeChat groups and short video platforms. Actually, the topics of ideological and political education, current events and political issues, Party history and culture, as well as the guidelines and policies of the state and relevant leaders on the ideological and political construction of college students are announced. At the same time, administrators can also grasp students' thoughts and behavior dynamics in an all-round way through private messages or circle of friends, and give them a high degree of humanistic care, spiritual guidance and psychological guidance. In this way, political education and humanistic care are developed together under the background of micro-network, which is more conducive to enhancing the significance and value of ideological and political education of college students.

5. Conclusion

To sum up, there are various methods and implementation strategies for ideological and political education of college students in the micro-network environment. Schools and teachers need to make use of micro-network technology to comprehensively understand and master the ideological and political trends and behavioral literacy of college students, and carry out ideological and political education activities of college students in the context of micro-network in the form of humanization and personalized unification. Lay the groundwork and guarantee for college students' future employment and career development.

References

- [1] Xiang Yuting, Deng Zhuoming. *Research on Ideological and political education methods of college students in micro-network environment* [J]. *School Party Building and Ideological Education*, 2022, (5):40-43.
- [2] Liu Yi. *Analysis on ways of Ideological and Political Education for college students in the Network Environment* [J]. *Taste Classics*, 2022, (14):120-122. (in Chinese)
- [3] Lei Yun. *Research on Strategies for Improving college Students' Ideological and Political Education under Micro-environment* [J]. *Journal of Social Sciences, Jiamusi University*, 2022, 40(1):67-69.