

The Organic Integration of the Traditional Advantages of Ideological and Political Education and Information Technology under the Concept of Yiban

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Abstract: Under the influence of the rapid development of the Internet, the life and learning styles of college students have undergone tremendous changes. In order to cope with this changing situation, college ideological and political education must occupy a new platform for network thinking and politics. So ideological and political education in colleges and universities introduced the concept of Yiban on the actual situation. Based on this concept, the organic integration of the traditional advantages of ideological and political education and information technology will be realized, which will help to further develop ideological and political education in colleges and universities, so as to improve the efficiency and overall level of education and teaching.

1. Statistical Analysis on the Use of Yiban by College Students in China

In order to promote the penetration of the Yiban concept in colleges and universities, the author must thoroughly understand the Yiban propaganda methods and specific use conditions in order to effectively cope with the challenges faced by Yiban. The statistics of the specific survey results are shown in Table 1-5.

Table 1 Usage frequency

Every day	1-2 times a week	1-2 times a month	Never
26.7%	31.3%	17.1%	0.3%

Table 2 Column usage

Microcommunity	Information inquiry	database	Excellent class	instant messaging	Light blog	Album	Quickly build a platform
56.8%	40.9%	40.3%	37.8%	26.6%	26.1%	22.4%	19.2%

Table 3 Purpose of usage

Counselor request	Daily needs	Participate in activities	Learning needs	Sign in to receive online salary	Interaction needs	Understand the news
62.1%	54.1%	37.8%	40.6%	42.5%	20.9%	23.4%

Table 4 Interactive way

Participate in activities	Post	Communicate with teachers	Communicate with classmates and friends	Blog	Unused
58.0%	34.3%	31.3%	27.4%	18.9%	23.3%

Table 5 Organizational activities

Stylistic entertainment	Stylistic entertainment	Subject competition	Ideological and political education
58.6%	56.5%	51.5%	45.9%

2. Causes of bad status quo

2.1 Poor user stickiness

First of all, the user experience is relatively poor. Due to the serious fluency of the general platform, it is easy to appear stuck and slow loading. The usage behavior of the Easy Class platform is different from that of the existing social platform. Students are accustomed to using software such as WeChat and Post Bar. The Easy Class platform has a large difference, which has a direct impact on its frequency of use. Although the Yiban platform has achieved WeChat interaction to a certain extent, the degree is low and the level of interaction still needs to be improved. Secondly, the promotion model of the Yiban platform is unscientific and unreasonable. Different from other social platforms, with the maturity of technology and wide recognition as the carrier's development path, the Yiban platform mainly adopts a top-down promotion model. This shows that the education department and colleges pay great attention to the construction of the Yiban platform. However, some colleges only use it as a task to urge students to register through compulsory measures, resulting in students' certain resistance.

2.2 Poor content appeal

The key to the evaluation of the Yiban is the active index. The class assessment is mainly based on the EGPA value. This makes some colleges and students in order to improve the activity and experience value, free to brush the water, the content does not have any practical value and significance, cannot achieve the goal of thinking, but also easily affect the healthy and sustainable development of the Yiban.

2.3 The poor ability of the education team

The time and energy of the counselor's ideological and political education through the Yiban platform cannot be guaranteed. The counselor spends a lot of time each day to handle the transactional work. There is no extra energy and time to explore the effective application of the Yiban platform. At the same time, the counselor's media literacy is poor. As far as various new media are concerned, the requirements for the counselor's work have been clearly improved.

However, some counselors have a certain degree of fear for them. Some counselors who can work on the Yiban platform lack organizational and coordination skills. Research ability, etc., is out of touch with students and education.

3. The Organic Integration of the Traditional Advantages of Ideological and Political Education and Information Technology under the Concept of Yiban

The model of ideological and political education under the concept of Yiban. As shown in Figure 1

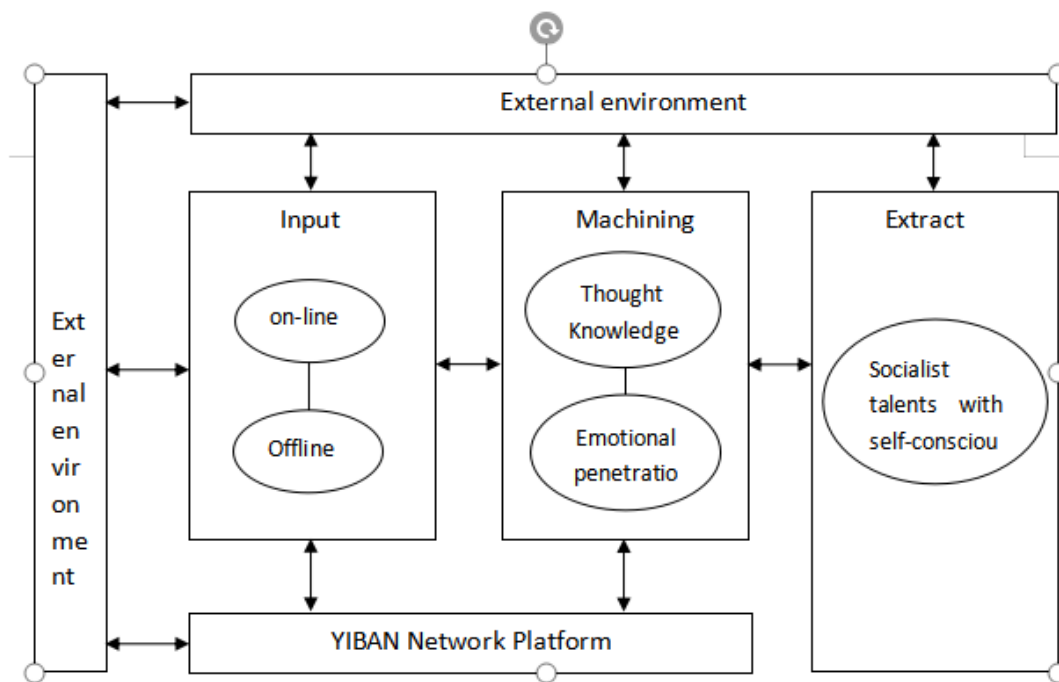


Figure 1 The Model of Ideological and Political Education under the Concept of Yiban

3.1 Integrating the traditional theme education activities and guiding the advantages and network cohesion

It can strengthen the top-level design through the Yiban platform and build four levels of network culture activity innovation mechanisms at the domestic, provincial, school, and campus levels. In this way, we promote positive energy through Yiban, and at the same time combine with major festivals and anniversaries to carry out multi-level joint cultural activities, and integrate socialist core values education with various online and offline integrated network cultural activities. With the Yiban platform as the carrier, colleges and universities hold events around the same theme, and teachers and students actively participate in the same frequency resonance.

3.2 The integration of ideological and theoretical education advantages and multimedia forms

According to the characteristics of the network, the Yiban platform networked the translation of traditional ideological and political education content, re-constructed to form multi-level, perfect and attractive original cultural works and activities, and urged students to actively accept ideological and political education under the imperceptible. For example, through the video resources such as "Educational Equality in the Core Values Series", the educational content can be visualized and vivid, attracting students to watch interaction, allowing students to be in a state of

pleasure and freedom, and to understand the deep connotation of socialist core values. Achieve the goal of correctly guiding students' words and deeds and cultivating core values.

3.3 Integrating the educational advantages of socialist core values with the creation of online cultural works

The Yiban platform always adheres to the goal of educating people and organizes cultural activities that are of interest to students and have good radiation effects through Internet thinking. In this way, a large number of activities and works such as good sounds, good movies, good articles, and good ideas are derived. Based on the advantages of the platform of the Yiban platform, the integration of online and offline is realized, and the design of activities through Internet thinking makes the network always run through the whole activity. For example, the “Campus Microfilm” competition sponsored by the Yiban platform, with international vision as a carrier, attaches importance to cross-border cooperation, actively cooperates with Canadian TV stations and Shanghai International Film and Television Center, invites international filmmakers to give speeches, and generates many excellent works, making ideas Political education has been carried out in an orderly manner and has achieved a good cultural education effect.

3.4 Integrating the full-time process of cultivating people's requirements with the network to build and share organic integration

In recent years, Yiban has carried out scientific and rational planning of an open sharing platform based on the idea of constructing a large ideological and political structure in colleges and universities, laying a solid foundation for further implementation of comprehensive education. By implementing Internet + campus services, the Yiban platform is able to aggregate related services in all aspects of campus teaching, education, medical, books, and transportation. Each department can provide corresponding services based on Yiban and carry out education for education. In addition to the school, the Yiban platform can also integrate all university data information to achieve inter-school sharing, and any teacher and student can develop new applications for national Yiban users. In addition, according to the national innovation and entrepreneurship education policy and the needs of students' employment and entrepreneurship, the Yiban platform has realized the organic integration of cultural creativity, technological innovation and mass entrepreneurship, actively creating an online vocational education platform and providing assistance for the long-term development of students. At the same time, the Yiban platform can also meet the entrepreneurial needs of college students through the combination of optimization and cooperation with universities, governments, well-known enterprises, industry alliances and other online and offline.

4. Conclusion

In short, it is clearly stated in the report of the 19th National Congress that it is necessary to strengthen the content construction of the Internet, achieve a sound network comprehensive governance system, and create a healthy cyberspace environment. As the main audience of online new media, college students are also the main force to effectively improve the network ecology. China's relevant proposals on strengthening the ideological and political education work in colleges and universities under the new situation suggest that the implementation of the Yiban promotion plan should be deepened, and ideological and political education should be carried out in a variety of ways that college students like to see and hear. This lays a solid foundation for further realizing the integration of ideological and political education and information technology under the Yiban concept.

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