

# “Internet +” Education Environment Creates a New Chapter of Ideological and Political Education in Colleges and Universities

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**ABSTRACT.** College counselors cultivate students' correct values and outlook on life through ideological and political work. The introduction of the “Internet +” model has an impact on the inherent ideological and political teaching system of colleges and universities from many aspects; college counselors are understanding the “Internet +” model. At the same time, through reasonable guidance, it can maximize its value in ideological and political education in colleges and universities.

**KEYWORDS:** Internet+, College counselors, Ideological and political education

## 1. Introduction

Ideological and political education, as an important part of the university education system, has complex and changeable influences in the process of combining with the “Internet +” model. College counselors should firmly seize the opportunities brought by the “Internet +” model and promote college ideological and political education to a new level.

## 2. The Impact of the “Internet +” Model

The “Internet +” model has many influences on the ideological and political education work of college counselors. First, the application of the “Internet +” model has obvious effects in enhancing the sharing of educational resources and enriching the content of ideological and political education; When carrying out ideological and political education, the ability to fully use the Internet to obtain relevant teaching resources and form lively and interesting courses is an innovation to the traditional ideological and political education with textbooks and preaching as the core teaching mode. In the past, college counselors often needed to adopt a face-to-face approach when developing ideological and political education, and there were fetters in time and space; the introduction of the “Internet +” model significantly broadened the scope of college counselors' ideological and political education. The realization of online communication with students through the Internet is a reform and optimization of the traditional face-to-face education model. In addition, the “Internet +” education model is closely related to the social software commonly used in student life, and it is easy to narrow the psychological distance between counselors and students.

While affirming that the “Internet +” model has brought a new look to the ideological and political education work, we cannot ignore some of its drawbacks: students can carry out education on the ideological and political level with college counselors through the network platform, which increases virtually dependence on the Internet and electronic equipment. If students do not have strong self-control, they cannot establish a correct understanding of using the Internet, and the Internet cannot play its due role. At the same time, students seek help from the Internet to solve various problems encountered in life, which reduces their own thinking ability and is not conducive to the in-depth development of ideological and political work. The introduction of the “Internet+” model has brought about an open teaching model, and at the same time brought diversified impacts in culture and ideology. Some factors that are not positive, or even inferior and ugly, are spread through Internet channels, which will affect students' body and mind. Health and future growth have serious negative effects. The introduction of the “Internet +” model also makes it difficult for college counselors to establish a normal sense of law for students. At the same time, it is difficult to monitor various behaviors of students on the Internet, which is extremely detrimental to the normal development of ideological and political work.

### **3. Opportunities Brought by the “Internet +” Model**

The “Internet +” model also brings more opportunities for the development of ideological and political work, provided that it is based on the active cooperation of students and the rational use of Internet resources. The emergence of the Internet has caused an explosion of information and knowledge. Through the Internet, students can obtain more political and economic information. College counselors should firmly seize this opportunity to carry out ideological and political education through the rich resources brought by the Internet. This is a necessary supplement to the lack of vivid materials in the traditional teaching model. Through effective ideological and political teaching, students should be exposed to learning ideas. Interest in politics, in turn, has made ideological and political education more effective. The “Internet +” model gives full play to the characteristics of free interaction in online information platforms. College counselors can communicate with students through various channels, which is a substantial breakthrough in the limitations of traditional ideological and political education; ideological and political education in universities Work is no longer the traditional preaching model. In fact, the Internet is also an effective method for college counselors to grasp the dynamics of students’ thoughts. The changes in students’ thoughts and emotions over a period of time are often expressed in the form of Moments, etc. Teachers take necessary measures based on timely understanding of the dynamic changes of students’ thoughts through Moments, etc. And actively communicate with students to take this opportunity to carry out ideological and political education work, thereby significantly enhancing the affinity of ideological and political education work. In ideological and political education, not only should the ideological and political level of moral concepts be transmitted, but also the students’ own reality should be combined; the introduction of the “Internet +” model provides a relative basis for college counselors to guide students to abandon wrong ideological understanding and promote students to establish correct life values. Unique means.

Generally speaking, the introduction of the “Internet +” model has brought more impacts and unknown factors to traditional ideological and political education in terms of thinking and understanding, but the integration of the Internet, teaching and life is the general trend; college counselors While fully understanding the nature of the “Internet +” model, based on the principle of seeking advantages and avoiding disadvantages and taking advantage of the model, the opportunities brought by the “Internet +” model are transformed into real educational motivation and results.

### **4. Ways to Be Taken under the “Internet +” Model**

While recognizing the dual impact of the “Internet +” model, we should adhere to the principle of seeking advantages and avoiding disadvantages, and rationally utilize Internet factors, and adopt reasonable ways to make the Internet education model achieve ideal results. Therefore, college counselors take the establishment of a correct and positive outlook on life and values for students as their primary goal when carrying out ideological and political education. It is well known that the openness of the network environment can objectively promote the widespread dissemination of false negative values. When conducting ideological and political education, college counselors should reasonably select classic examples that reflect the negative impact of negative values, and combine vivid examples to explain to students and encourage them to establish correct values. At the same time, college counselors themselves should strengthen the use of Internet resources, timely search for undesirable factors in the network through network monitoring, and take shielding measures, so as to build a solid “green dam” for students to fly on the Internet.

The introduction of the Internet model has also prompted college counselors to quickly change their thinking and methods of ideological and political education. For example, college counselors should reasonably and skillfully use Internet resources and expand communication channels, and use the advantages of the Internet in the field of information dissemination to widely disseminate consciousness and thoughts that meet the social positive energy standards, so as to achieve better ideological and political propaganda work. In the process of developing education, counselors can cleverly introduce current current political hot news, and combine the principles of ideological and political education work to establish a correct view of various news by students; at the same time, establish a communication channel for rapid communication between students and college counselors to help Students make reasonable use of Internet resources and reasonably avoid the influence of bad network factors. In addition, college counselors can use the method of creating a platform to uniformly display information that they think is useful, in line with social values and the physical and mental health of students, so as to regulate students' online behavior and improve the pertinence of ideological and political education.

The “Internet+” model has many influences on the traditional ideological and political education system. While fully experiencing the changes and impacts brought about by the Internet model, college counselors should also actively improve their information technology capabilities. For example, colleges and universities regularly organize counselors to participate in counseling classes or study classes related to information technology training. College counselors receive systematic information technology education while enhancing their proficiency in the use of information technology such as the Internet. Combine the content of ideological and political education based on the flexible application of various Internet technologies, so that Internet-based ideological and political education can achieve ideal

results. In addition, on the basis of establishing a platform, college counselors can publish important news, opinions and examples of correct social values on the platform by applying for management accounts and guide students to participate in the discussion.

The combination of the “Internet +” model and ideological and political education work has also prompted college counselors to actively develop new teaching models. For example, professional college counselors from various departments contact information service providers to jointly create an online platform for the school's ideological and political education work , And carefully arrange courses on the platform according to the teaching plan; at the same time, release various and rich teaching resources on the platform, and upgrade the traditional ideological and political curriculum system while integrating current political hotspots, so that the set courses cover multiple At the same time, try to meet the actual needs of different types of students. At the same time, college counselors can use online video playback platforms such as Douyin app and Pear Video to produce short and succinct current affairs videos, which can enhance the diversification of ideological and political education content while increasing the enthusiasm of students to participate in ideological and political learning, and truly give full play to students' ideological and political education The dominant position in the system promotes the application of new teaching models in the ideological and political teaching system of colleges and universities.

## 5. Conclusion

The current combination of “Internet +” and ideological and political education in colleges and universities has begun to bear fruit. In the process of promoting the integration of Internet mode and ideological and political education, college counselors should pay attention to their strengths and avoid weaknesses and firmly seize the opportunities in order to promote ideological and political education in colleges. Lay the foundation for educational work.

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