

Research on the Working Mechanism of Ideological and Political Education of College Counselors Based on Mobile Learning

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Abstract: with the coming of information age, students' ideological and political education is facing new opportunities and challenges. How to use mobile network to carry out ideological and political work is a major problem. Under the mobile learning mode education mode, counselors should change the conventional way of ideological and political education for students, make full use of the innovative thinking of mobile learning mode to strengthen the methods of ideological and political education for students. College counselors play an important role in ideological and political education of students. It is necessary for college counselors to strengthen the ideological and political education of contemporary college students. This article focuses on the ideological and political work mechanism of college counselors, analyzes their challenges, and explores strategies. The aim is to improve the education of mobile learning, and to further improve the level of the counselors.

1. Introduction

The deepening of informatization has led to the deepening of network construction and the faster overall development of colleges and universities in carrying out various tasks. The internet is everywhere and ever-present, and the tracks of work, study, life, social intercourse and so on are reflected on the internet. In the new era, how counselors should carry out ideological and political education has become an important topic of ideological and political work [1]. The material basis determines the superstructure. Nowadays, the ideological changes of college students, the establishment of values and the generation of behaviors should not be understood and found in human minds, but should be grasped in the social environment inherent in the network era. To do a good job in ideological and political work in the internet era, we should follow the rules of ideological and political work, and grasp the inevitable, essential, stable and recurring relationship between the internet and the many phenomena manifested by the world outlook, values and outlook on life of aboriginal college students generated by the internet [2]. At present, in the process of ideological education in colleges and universities, the educational circles point out that it is necessary to combine the development trend of the current network media, actively use its development characteristics, enrich the existing means of campus education, and expand the education space of the overall ideological work. Mobile learning is a digital teaching method based on portable mobile devices [3]. Mobile learning needs to rely on mobile communication technology to transmit education content and education information, and then realize mutual communication in teaching activities through computers. Compared with traditional computer teaching mode, mobile teaching mode will not be required by any place, so mobile learning is a convenient and emerging teaching mode.

In december 2001, the department of higher education of the ministry of education issued a notice on the establishment of theoretical and practical research projects on "mobile education". The policy reflects to a certain extent that the new teaching concept of "mobile" has gradually begun to challenge traditional education [4]. Mobile learning breaks the time and space constraints of traditional learning, meets the learning needs of different learners at any time, and provides personalized learning services for learners, helping learners to more flexibly and freely accept knowledge and complete learning tasks. The school is actively carrying out information-based reform in the teaching of ideological and political theory courses, and has opened up the second

classroom of ideological and political courses, the mobile learning school, which has attracted widespread attention from students. Under the mobile learning mode, constructing an evaluation system for the learning effect of ideological and political courses can better evaluate the learning effect of students and further improve the effectiveness of teaching [5]. The success or failure of the ideological and political education of college counselors is directly related to the ideological and political quality of contemporary college students. In order to train college students into new-type talents with comprehensive development of moral, intellectual, and physical beauty, college counselors must improve their professional level and ideological and political level, so as to effectively strengthen the ideological and political education of contemporary college students.

2. Challenges Brought by the Development of Mobile Internet to the Work of College Counselors

2.1 Impact of Internet Public Opinion on Ideological and Political Work of College Counselors

Online public opinion work is an important task of ideological and political work in colleges and universities. In real life, on the one hand, the Internet impacts college students' ideas and lifestyles, and affects the thoughts of contemporary college students. First of all, from the external environment, the tendency of the media to profit is becoming more and more obvious. The media blindly pursue attention, click rate, circulation, and economic benefits. They do not strictly check the content of the information they disseminate and even do not hesitate to make false news. At the same time, the report objects were greatly exaggerated, and the one-sided pursuit of eyeball economy by “running red lights” and “stepping over the line” led to the increasingly vulgar news content [6]. The mobile network has strong dissemination. People can share and reprint their lives or some events on the mobile network, while others can comment on other people's events on the mobile network. Therefore, this will cause the disseminators of events to be affected by these comments in the process of information dissemination on mobile platforms. For example, the current media such as Weibo, Internet, QQ space, etc. Through these open platforms, students can reproduce information, be able to effectively focus on and discuss some topics, and effectively express their power. And college students often linger in these wrong, bottomless network public opinion ecology, get lost, feel youthful, confused and empty, all of which have an irreparable bad impact on the lives of college students. During the process of information browsing on this platform, students will be affected by these negative thoughts, which will have certain restrictions on their establishment of a correct world concept. Based on such developments, this learning mode of the mobile network poses certain challenges to ideological and political education in colleges and universities. To understand the situation of students in detail, you can use the mobile learning effect evaluation system for ideological and political lessons.

Table 1 Evaluation Focus of the Four-Level Evaluation Model

Evaluation level	Comment content	Evaluation focus
Response level	Are you satisfied with the new curriculum,content, arrangement,organization and service?	Satisfaction degree
Learning level	Have knowledge, skills and attitudes been improved?	learning effect
Behavior level	Do you consciously use the knowledge and skills learned in daily work?	Behavior change
Result hierarchy	Is organization better?	Produce effect

2.2 Low Awareness and Popularity of Mobile Network Learning

The use of mobile learning to strengthen students' ideological and political education is an emerging educational model. Therefore, many schools have not yet found a suitable platform or a suitable mobile learning model. As a result, many tutors have not started to use mobile learning models to provide students with ideological and political education. It is only used as a tool to facilitate student contact [7]. Secondly, many schools have not realized the convenience and

importance of mobile learning models, which has led to a relatively low penetration rate of ideological and political education using mobile learning models. As various teaching models have gradually emerged in recent years, counselors and students have developed resistance to various teaching models [8]. Many tutors believe that these mobile teaching models are too cumbersome. As long as the time is used to explain ideological and political content, students can master the learning content of ideological and political education. Instructors have not formed the daily ideological and political education, which leads to instructors' lack of understanding of the characteristics and functions of mobile learning mode. The main mode of ideological and political education for students required by the school counselors has been given priority to in daily meetings and discussions. Only when problems are found can problems be solved, rather than the normalization of daily education and the elimination of problems. The school lacks funds for mobile learning about counselors' ideological and political education, and there is no special website for ideological and political education. In real life, college counselors are also groping for ways to use the Internet to strengthen communication and interaction with students, to integrate into college students' work, study and life, and to control students' ideological trends in a timely manner. However, new media emerge in endlessly, such as QQ, microblog, WeChat, etc. How to operate, manage and use the Internet to carry out ideological and political education also has higher requirements on users' operation and management technical ability. However, college counselors have limited time and energy, so it is difficult to truly grasp the Internet means to carry out ideological and political education, and it is more difficult to occupy the network positions to carry out ideological and political work. The mobile Internet has become the main place for college students to obtain information, knowledge, resources, values and social interactions [9]. According to the latest survey data on the Internet in 2018, the five types of APPs frequently used by mobile Internet users are instant messaging apps, webcast apps, Weibo social apps, integrated e-commerce apps, and comprehensive information apps, figure 1.

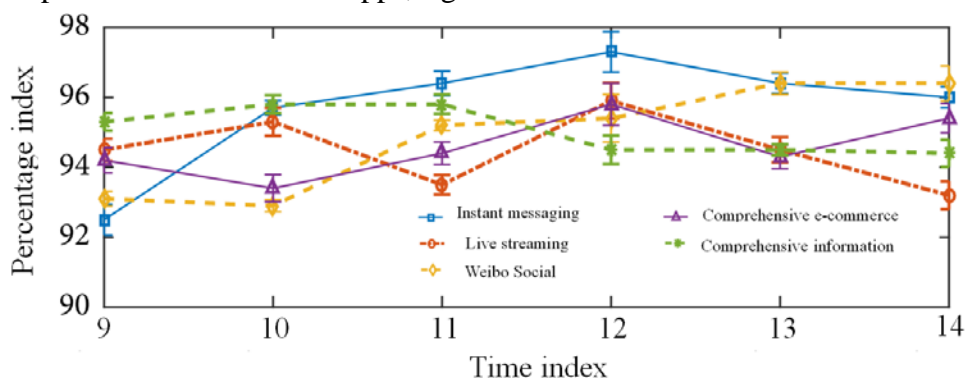


Fig.1 Distribution of Five Types of App Usage Periods

3. Counselors Use Mobile Learning to Strengthen Students' Ideological and Political Education Strategies

3.1 College Counselors Should Learn to Use Internet Language

At present, college students, they are fashionable, avant-garde, exemplary, often use network language. Therefore, ideological and political work must make good use of network language and network hot words, and even create “network language” to eliminate the sense of estrangement, so that students can easily understand and receive the information transmitted by counselors. College counselors should innovate the discourse system, use the online language in students' minds to solve questions and answer questions for the school. Most of the online language is humorous, with Chinese wisdom, and full of appeal and great communication value. The online language should be used to build a platform for equal communication with college students, and guide college students to accept the Counselor's transmission in an atmosphere of equal interaction and smooth communication Information and resources, establish a correct value orientation. Counselors need to

improve their understanding of the mobile learning mode, need to constantly understand the emerging ideological and political education mode, and combine their own teaching experience and actual situation to put forward corresponding suggestions for the mobile learning mode, so that the mobile learning mode of Ideological and political education is more in line with the actual situation of students, which is helpful to improve the ideological and political level of students. In order to do a good job in ideological and political education, college counselors must have a good grasp of students' trends and have good communication with students. Therefore, it is necessary to establish some communication platforms. Set up special e-mail, QQ group, WeChat group and other platforms for communication between college counselors and college students, to answer all kinds of questions about students' life and study, and to grasp students' ideological trends in a timely manner. College counselors should arrange and upload some materials to these communication platforms in time to let students know the information.

3.2 Building a New Network Platform for Ideological and Political Education and Perfecting Assessment and Evaluation

Ideological and political education in colleges and universities can use the “mobile learning” model to establish an internet network between teachers, build a more convenient and efficient communication platform based on traditional “teacher forums”, and provide relevant The learning platform provides students with independent choices in ideological and political learning while achieving the effect of improving the sharing of ideological and political teaching. Integrate resources, set up a WeChat work team, use WeChat WeChat, APP and other network multimedia technologies to build a network sharing and communication platform, establish a WeChat public account, and manage WeChat public account We should use the way close to young college students, actively push the information resources closely related to students' work, life, love, employment, learning and so on, so as to truly play the role of network education platform. Finally, we need to combine online and offline organically, and the problem of online feedback will eventually return to offline solution. We need to establish a smooth communication mechanism and feedback processing mechanism to truly solve the actual problem. The work assessment of school counselors should be combined with their learning achievements, and more scientific and flexible methods should be used to assess counselors. It is necessary to not only carry out examination papers, but also carry out a comprehensive evaluation of counselors' work and learning achievements. When examining students' Ideological and political achievements, it is also necessary to incorporate the results of students' theoretical and behavioral assessment into the assessment of students' Ideological and political achievements. At the same time, colleges and universities should also make appropriate adjustments to the ideological and political education content of counselors according to the comprehensive assessment results, so that the role of counselors in education can be fully played.

3.3 Improve the Work Standard of Counselors

Mobile network is a strong developing medium, information dissemination is becoming more and more explosive, students can master massive resources through mobile network. Mobile network is the platform for students to master all kinds of resources. Students' access to information is mainly through mobile network. College counselors are not only the managers and organizers of students' daily life and activities, but also the guides of promoting students to form correct ideas and values. They play an important role in students' healthy learning and life growth. Therefore, when choosing counselors, we should consider whether they have rich professional knowledge and skills, and whether they have noble ideological and political quality and education experience. At the same time, college counselors are the educators who can deeply understand students' thoughts, study and life. Therefore, when choosing counselors, we should try our best to choose counselors who have good communication ability and can quickly integrate students' study and life. In addition, in terms of age, colleges and universities should also give reasonable control during the selection process. It must not be too old or too young. If the counselor is too young, although it can quickly integrate students, it also lacks relevant work experience and it is often difficult to quickly and effectively

Solve the problems in the process of education and management; if they are too old, the education and management models they adopt will not be able to keep pace with the development of the times, and because their education models are too singular, they often form generation gaps with young college students. Good communication is not conducive to the smooth progress of ideological and political education. At present, many colleges and universities are implementing two-way concurrent posts, so that counseling can be performed in multiple roles, not only to impart rich educational knowledge to students, but also to implement scientific and effective management of students. This method can not only help counselors to better implement the professional knowledge and management methods they have mastered into practical teaching, improve the professional quality and practical management level of counselors, but also further shorten the distance between counselors and students, strengthen communication between teachers and students, so that more students can actively cooperate with counselors to carry out educational activities.

4. Conclusion

With the gradual development of the education mode, the ideological and political education mode for students has moved from the traditional education mode to the mobile learning mode, which is a convergence from a single ideological and political education mode to the education of advanced science and technology. Changing the education mode can make it easier to understand and master the ideological and political trends of students, thus turning the ideological and political education into a daily one and the education of students' world outlook, outlook on life and values into a timely one. With the continuous development of ideological and political education under the mobile learning mode and the continuous maturity of educational methods, it will bring more convenience to counselors and students. It is a new platform for colleges and universities to carry out ideological and political education. When colleges and universities carry out ideological and political guidance for students, they should recognize the obstacles and opportunities of Ideological and political work based on this development essence. Actively use the advantages of mobile network, carry out a new education plan, guide students to establish a healthy ideology and life concept. Colleges and universities should give full play to the role of counselors in Ideological and political education, and provide more opportunities for counselors to learn and learn, so that their professional quality can be continuously improved. At the same time, we should keep pace with the times and improve the ideological and political education mechanism of college counselors, so as to achieve the expected goals and effects of Ideological and political education.

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