

Research on Innovation of Internet + Ideological and Political Work in Colleges and Universities in the Post-epidemic Era

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Abstract

During the new crown pneumonia epidemic, the study and lifestyle of college students have been greatly changed. Correspondingly, ideological and political workers have also made full use of network information technology to actively explore online and offline ideological and political education. In the Post-epidemic era, Internet + ideological and political education Work is facing new situations and opportunities, which requires ideological and political workers to innovate in educational methods, work methods, and ways of thinking, be good at guiding the situation, and strive to create a new situation in ideological and political work.

Keywords

Post-epidemic Era; Internet+Ideological and Political Education; Ideological and Political Education.

1. A Brief Description of Internet + Ideological and Political Work in the Post-epidemic Era

1.1. What is the "Post-epidemic Era"

As the name suggests, it is the "Post-epidemic" era. This refers to the effective containment of the new crown pneumonia epidemic. It does not necessarily mean that the epidemic has completely disappeared and everything has returned to the original state. It is the era of the epidemic. Epidemic prevention and control have been compiled from surprise to normal. The era when the entire social production and life are gradually returning to the right track, and it has a profound impact on all aspects. To put it simply, we cannot go back to the past, especially in ideological and political education [1]. According to the white paper "China's Action to Fight the New Coronary Pneumonia Epidemic" issued by the State Council Information Office, after April 29, 2020, the national epidemic prevention and control has entered a normalization stage. We can take this time as the node, and regard the time after that as the Post-epidemic era.

1.2. Overview of Internet + Ideological and Political Work

In 2012, Yu Yang, Chairman and CEO of Analysys International, proposed "Internet +" for the first time. In 2015, Premier Li Keqiang first advocated "Internet +" at the national level in the "Government Work Report" and formally proposed to formulate an "Internet +" action plan. "Internet +" is an information revolution that integrates new generation information technologies such as cloud computing, big data, and the Internet of Things. "Internet+" is a decentralized, three-dimensional, top-down and bottom-up network structure based on extensive connections[2]. As of December 2020, the number of netizens in my country has reached 989 million, and the Internet penetration rate has reached 70.4%. The network of ideological and political work objects is constantly deepening, and the degree of ideological and

behavioral influence by the network is constantly expanding. The Internet is not only a tool for ideological and political work, but is integrated into all aspects of the work process in an all-round way. It is inevitable to make ideological and political work online, use the Internet to innovate methods and update ideas, and to promote innovation in ideological and political work. To do a good job in ideological and political work in colleges and universities, it is necessary to adapt to events, advance with the times, and be new to the situation. The Internet + ideological and political work is organically combined, and the traditional advantages of ideological and political work are highly integrated with information technology to enhance the sense of the times and attractiveness [3].

2. Opportunities for Ideological and Political Work in the Post-epidemic Era

In the Post-epidemic era, ideological and political education will face a new situation, and online and offline integration will become the new normal of life. Thanks to the popularity and rapid development of the Internet, during the epidemic period, universities, middle schools and primary schools in various places continued their studies through the Internet "cloud classroom", and teaching, lectures, and conferences were all conducted online. Technological innovation and advancement have made online classrooms and cloud meetings more and more convenient and faster. Communication software such as Tencent Meeting, WeLink, DingTalk, QQ, and WeChat all have better multi-person video functions and have their own characteristics. You have everything you need with the machine in hand." Not only that, because online classrooms and cloud meetings have the advantage of being able to be on the scene thousands of miles away, which breaks the traditional communication mode, many people are more willing to hold meetings and exchange discussions through the Internet, which saves time and saves time. Convenient and fast, save time, effort and money. Several teachers in the research group are working as counselors and all have personal experience. Tencent conferences are most used. Whether it is online class meetings or one-on-one online conversations, online ideological and political courses, the work is carried out very well. Efficient and convenient. In the Post-epidemic era, this model continues to play an important role [4], which brings new changes and opportunities to ideological and political work.

3. Internet + Ideological and Political Work Innovation in the Post-epidemic Era

3.1. Innovation in Education Methods

In February 2017, the "Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Situation" issued by the Central Committee of the Communist Party of China and the State Council pointed out that strengthening and improving colleges Value guidance runs through the whole process and all links of education and teaching, forming a long-term mechanism for teaching and educating people, scientific research and education, practical education, management and education, service education, cultural education, and organization and education [5]. Post-epidemic era, college students' ideological and political system the significant changes in the interactive mode, work objects, and practical environment of education are coupled with the characteristics of education itself such as diversity, interaction, dynamics, and pertinence, which has caused a series of new changes in the contradictions of ideological and political education in colleges and universities [6]. Innovate in the way of ideological and political education.

In the face of a major epidemic, due to social security distance and means restrictions, the process of network ideological and political development has been accelerated. The realistic

path of ideological and political education has undergone a major shift from conventional "face-to-face" communication to completely "cloud" communication. In the early days of the outbreak, the majority of ideological and political workers in colleges and universities established stable and effective network communication channels with students, paid attention to their health conditions, and carried out popularization and propaganda of epidemic prevention and control knowledge. Colleges and universities are postponed. Front-line teachers carry out online teaching through online teaching platforms such as "Tencent Conference" and "Dingding". Ideological and political educators actively adapt to changes in the situation and organize various forms of "cloud" ideological and political education, realizing colleges and universities The basic goal of "Suspension of Classes without Suspension" and "Suspension of Classes without Suspension of Education". College students have also given full play to the network survival advantages of "digital natives", effectively interacting with educators, and have achieved fruitful ideological and political education results. The online ideological and political environment closely follows the changes in the learning lifestyle of college students. In terms of educational concepts, the integration of online and offline resources, through the use of big data in the complex environment, quickly and effectively spread the party's policies to the depths of the thoughts of college students. In terms of educational practice, break the traditional time and space constraints, get rid of the constraints of both classroom and school education, and strive to introduce education into students' living space, so that students can realize ideological and political activities in in-class learning, extracurricular activities, and network communication. The effect of education. Strengthen the ideological and political education of college students in the Post-epidemic era, make further use of online and offline teaching platforms, and actively carry out ideological and political teaching under the influence of the epidemic. In the Post-epidemic era, college teachers must not only impart professional knowledge, but also make good use of the ideological and political resources of the epidemic to actively promote the ideological and political construction of courses. In online and offline courses, students should be spread positive energy, value shaping, and encourage students to overcome their inner anxiety. Facing confusion, firming up ideals, and building confidence[7]. If the past network ideological and political education is more positioned to create an "extension" or "subsidiary" position of traditional ideological and political education, and to cooperate with traditional ideological and political education to fight the Lide Shuren combination boxing, this time the national war "epidemic" The network ideological and political development carried out will realize the application scenarios of the interaction between the subject and the object of education and the methods and means online, and present the whole picture of the ideological and political education of college students to the public in a more open and memorable form. In the Post-epidemic era, ideological and political educators in colleges and universities should thoroughly summarize the valuable experience in the development of online ideological and political during the "epidemic" of the national war, further promote the in-depth integration of new online media, new technologies and ideological and political education of college students, and carry out blended learning education. Realize the functional integration, advantages integration, and closure of the network and traditional education platforms, making the characteristics and advantages of ideological and political education clustering and matrix combined operation more prominent.

Practice in the past year has proved that in the Post-epidemic era, ideological and political educators can combine solving practical problems with education guidance, which will narrow the psychological distance between educators and the educated, and enhance the penetration of ideological guidance, It will enhance the pertinence and effectiveness of ideological and political education. Ideological and political education in the Post-epidemic era needs to be based on both domestic and international situations, establish systematic thinking, dialectical thinking, and precise thinking, starting from the education subject, education object, education

mediator, and education ring body, and face new challenges directly and grasp the new Opportunities, to nurture new opportunities in crises, to open new games in changes, and to realize the overall improvement of the function of ideological and political education.

3.2. Innovation in Work Methods

Based on the construction of campus websites, open a number of famous network station name columns close to the learning and life of teachers and students, build exemplary ideological and theoretical education resource websites, student-based education websites and online interactive communities, and promote microblogs for counselors, ideological and political theory teachers, and campus The construction of new network media such as WeChat public account [8], and strengthen the construction of high-quality ideological and political micro-videos. It is necessary to truly face the needs of students and develop various management and service information systems to make the Internet position a market that students love to enter. On the one hand, establish a complete and shared information sharing platform based on student quality development. Open up the island of multi-departmental data in the school, so that the campus network platform built by the school network center and the webpages responsible for secondary units as well as the various texts and recordings produced in the process of college student dormitory management, school style construction, social practice, party and group activities, etc. Integrate and integrate all kinds of raw and undeveloped data, such as pictures, videos, etc., to coordinate and manage all kinds of original undeveloped data, carry out preliminary statistical classifications, and perform effective data cleaning to remove the roughness of the data, remove the false and keep the truth, Realize data sharing and co-construction. To make the data of college students more comprehensive, three-dimensional and comprehensive, at the same time, it is necessary to provide college students with a port that can enter and modify, update and enter the latest personal situation, and gradually improve the comprehensive database of college students. The new platform can automatically prompt the advantages and disadvantages, opportunities and problems of educational entities based on educational indicators, and actively push the data to relevant groups for systematic investigation and scientific judgment.

On the other hand, further build the official Weibo, adopt topic interaction, live broadcast and other forms to enhance students' participation; further build the official WeChat platform and student work WeChat platform to promote ideological and political education concepts; counselors open Weibo , Express thoughts in a detailed and systematic way, and communicate effectively and easily; further create ideological and political micro-videos, ideological and political micro-classes, tailored to class conditions, teach students in accordance with their aptitude, and focus on points, and strive to make every micro-class fully play the function of educating people, colleges and universities If the ideological and political education management work is carried out in this form, it will greatly enhance its effectiveness.

Through various efforts, we will build an information service system that integrates the management of ideological and political education resources, and create an ideological and political work approach that students love to hear.

3.3. Innovative Ways of Thinking

In the Post-epidemic era, ideological and political work in colleges and universities must fully establish Internet thinking, big data thinking, and group thinking. By 2020, an educational information system covering urban and rural schools at all levels and types of schools will have basically been established to enter a new method of online ideological and political education for college students. In the era of big data, platforms such as the Internet, cloud computing, and new media APP have brought a world-integrated and open cyberspace to online social life. The essence of this is to change people's living conditions, communication methods, and

development conditions. College students are a group that is heavily influenced by the Internet, and more and more college students are "on the Internet all day" and "everywhere", becoming the leader of fashionable terms "finger tribe" and "head-down tribe"[9].

Ideological and political workers should work hard on "learning the net", "understanding the net" and "using the net" to continuously improve their network media literacy. The use of new media and new technologies such as the Internet to strengthen and innovate the management of ideological and political education in colleges and universities, so as to make it full of the vitality of the times, and to better establish morality and talents, is a new trend facing the management of ideological and political education in colleges and universities. "Using the Internet" is the purpose. The management team of ideological and political education in colleges and universities can use the Internet to build a scientifically oriented, era-inclusive, and developmentally innovative online discourse system, making it a carrier of dissemination of ideas and a tool for standardizing behavior; Facing the convergence and confrontation of various ideologies and diversified social thoughts on the Internet, we must combine our own mission and abilities, bravely carry out public opinion struggles, and firmly grasp the right to speak and manage the Internet; relying on school organizations at all levels, associations of associations, Various interest groups carry out online cultural activities, use technical, administrative, and legal means to manage and control unhealthy culture, and cultivate fertile soil for mainstream Internet culture through selection of Internet opinion leaders, and maintain the security of Internet culture in colleges and universities.

Using big data technology, it is possible to establish a public service platform and decision-making service system for the management of ideological and political education in colleges and universities, promote management informatization, and promote the scientific management and scientific decision-making of ideological and political education. Use information technology to provide college students with "one-click" network information services, embed the school's academic work, publicity, educational affairs, logistics, books and other systems into the network platform to realize two-way docking with interactive communities to form a dynamic network The management pattern improves the service cohesion of ideological and political education management. At the same time, it can also realize the full tracking of all the information of college students during their stay at school, creating conditions for the "big data" analysis of college students' online ideological and political education. Through data integration and comprehensive analysis, we can comprehensively and accurately grasp the thought and behavior dynamics of college students or individuals, and form personalized ideological and political education and management strategies.

To build more circles, ideological and political workers into more circles. With the popularization of self-media, many students own WeChat official accounts, short video accounts, etc. They are no longer simply receivers of opinions, but have turned into producers and producers of opinions. This change has an impact on the network ecological environment of colleges and universities. The shaping brings greater challenges [10]. The team of ideological and political workers in the era of big data is no longer confined to the past counselors, ideological and political teachers, party staff, academic cadres, and league committee cadres. Under the requirements of the "three-dimensional education" concept, it has gradually expanded to All faculty and staff of the school. Use cloud computing to establish simulation environments such as virtual communities and virtual management scenarios, transform static text, pictures, sounds and other monotonous forms into a dynamic mode of integration of multiple elements, provide college students with an immersive experience, and enhance Permeability of ideological and political education management. Make full use of the campus website, WeChat public account, QQ, Douyin, "Easy Class Workstation" and other network interactive platforms to master the discourse methods of college students' online communication, and integrate into more communication circles, so as to make the best of the

situation and firmly stick to the fingers of college students. Thought. Using online groups and data, you can also discover the hot public opinion that college students pay attention to, collect, summarize, and analyze the public opinion that they follow scientifically, and use data to predict the actual difficulties of college students' lives, and transform ideological and political work from passive to active .

In the Post-epidemic era, ideological and political workers can only fully discover the new trends of students, be good at grasping the new situation, and be good at using new methods in order to take advantage of the situation and carry out good ideological and political work in an innovative manner.

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