Research on effective strategies of college network ideological and political education in mobile Internet era

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Abstract: With the advent of the mobile Internet era, online ideological and political education has become an important form of ideological and political education in colleges and universities in the new era, and a new opportunity for ideological and political education reform in colleges and universities. Faced with many opportunities and challenges brought by the network environment, how to promote the use of effective strategies of online ideological and political education and how to guide college students to actively participate in online ideological and political education activities have become the problems that need to be considered and solved in ideological and political education in colleges and universities. Combined with the opportunities and challenges brought by the mobile Internet era to ideological and political education in colleges and universities, this paper conducts in-depth research on effective strategies of online ideological and political education in colleges and universities, hoping that this research can provide reference and guidance for ideological and political education in colleges and universities, and promote the sustainable development and innovation of online ideological and political education in colleges and universities. Promote the quality of higher education and cultivate students' good ideological and political quality.

Key words: mobile Internet era; Colleges and universities; Internet ideological and political education; Effective strategy

Introduction

With the popularization and development of mobile Internet, the network ideological and political education in colleges and universities also presents a new development trend and change. The network ideological and political education is an important part of the school ideological and political work, which has the characteristics of wide popularization, strong innovation and strong interaction. However, there are also some problems in the practice of network ideological and political education, such as the lag of network platform construction, outdated education model, and low participation of students. Therefore, it is an urgent and important task for colleges and universities to explore effective network ideological and political education strategies.

1.Analysis of opportunities and challenges brought by mobile Internet to ideological and political education in colleges and universities

1.1 Opportunities

First of all, it is conducive to strengthening the timeliness of education. Mobile media relies on powerful and advanced digital technology, computer network technology and mobile communication technology to form a huge network system, with abundant resources, convenient transmission, wide coverage and other advantages. Through wechat, QQ and various news and information apps, students can obtain and read a lot of real-time information in the first time. Compared with traditional media, mobile phone media provides a new platform for ideological and political education of college students, effectively breaks the time and space restrictions in the process of information transmission, and truly improves the timeliness of education.

Secondly, enrich the ideological and political education resources of college students. Through the mobile Internet platform, students can learn and acquire various subject knowledge anytime and anywhere, understand the latest social development dynamics and political and economic environment, and improve their own knowledge level and comprehensive quality. At the same time, students can also communicate and cooperate with other universities through the network, so as to promote the exchange of ideas and cultural integration, and enhance their international vision and cultural quality. In the era of mobile Internet, educators no longer have exclusive access to educational resources, but can fairly enjoy the right to possess and develop educational resources with students and educators in other regions. Ideological and political education carried out under this background is often the most likely to arouse the resonance of the educates and significantly improve the educational effect.

Finally, extend the scope of time and space of ideological and political education. First, the mobile Internet has the characteristics of immediacy, mobile media based on the mobile Internet can be carried everywhere, users can receive information anytime, anywhere, instant reading, or delay reading. College students themselves often use their spare time to chat and exchange, and use mobile phones to brush the circle of friends. If colleges and universities carry out ideological and political education for college students through the mobile Internet, college students will not be limited by time to receive information. Second, traditional ideological and political education activities can only be concentrated in specific places such as offices or classrooms, while ideological and political education based on mobile Internet can be carried out in the network virtual space, which can effectively narrow the psychological distance between educators and educatees, and thus obtain satisfactory educational results.

1.2 Challenges

First of all, the mobile Internet provides students with abundant and diverse information resources, which makes it more convenient for them to obtain various ideas and knowledge. However, it also brings the problem of information overload. Students are flooded with information sources, and they need to be able to identify and sift through the information to ensure accurate, reliable, and valuable content.

Secondly, mobile Internet has given birth to the rise of social network platforms, making the communication between students more frequent and extensive. However, social networks have also become channels for the spread of false information and bad values. Students are easy to be influenced by different voices on the Internet, and may have extreme or irrational ideological tendencies.

Finally, the mobile Internet has also changed the traditional education model. Through mobile devices and online education platforms, students can access learning resources anytime and anywhere for independent learning. However, it also means that traditional face-to-face teaching may take a hit. Ideological and political education in colleges and universities needs to actively explore teaching methods that integrate mobile Internet technology, provide students with a variety of online learning resources, and combine with traditional teaching to ensure the effective transmission of ideological and political education concepts and ideas.

2..Effective strategies for college network ideological and political education in mobile Internet era

2.1 Improve the construction of the network ideological and political team, and improve the overall quality of the team

In view of the more and more important position of network ideological and political education in the ideological and political education work of colleges and universities, colleges and universities need to build a network ideological and political education team with strong politics, exquisite business, reasonable structure and vitality. The team consists of ideological and political teachers, professional teachers, students, counselors, administrative cadres, etc. Each part should actively play its function in the process of online ideological and political education, and strive to form a three-dimensional network ideological and political team.

First of all, strengthen the construction of counselors. Counselors are the backbone of college students' ideological and political work and play an important role in the process of carrying out online ideological and political education. Colleges and universities should attach importance to the construction of counselor team and strengthen the important role of counselor team in the network ideological and political education. First, increase the intensity of counselors' own learning and training. Colleges and universities can improve the network ideological and political education ability and level by organizing special training, experience exchange and case sharing. These training activities can include theoretical learning, practical operation and case analysis, etc., to help counselors better grasp the core essentials and methods of online ideological and political education. Second, strengthen the evaluation and incentive mechanism construction of the team of counselors. Colleges and universities can establish a scientific and reasonable assessment system to regularly evaluate and examine the work of counselors to ensure that they perform their duties and play their role. At the same time, universities should give excellent counselors appropriate rewards and incentive measures, such as honorary titles, promotion opportunities or additional welfare benefits, so as to stimulate their enthusiasm and creativity in work. Third, strengthen the daily management and supervision of counselors. Colleges and universities should establish a sound and effective management system, clarify the work duties and rights and responsibilities of counselors, and assign special personnel to be responsible for their daily management and supervision. At the same time, strengthen the communication and coordination with counselors, timely solve the problems and difficulties encountered in their work, and ensure that they can carry out the network ideological and political education work smoothly.

Secondly, strengthen the network ideological and political theory teachers. First, to improve the multimedia teaching level of ideological and political teachers, schools should regularly hold mobile Internet technology training courses and organize multimedia teaching competitions, constantly strengthen teachers' computer operation and use skills, take mobile multimedia teaching level as one of the important contents to evaluate teachers' working ability, and strive to improve their professional teaching level. Second, activate online classroom teaching. By opening up online forums, organizing online course research and other ways, students are guided to actively express their ideas and put forward their opinions in the virtual network space, helping teachers to build targeted online courses, create interactive classrooms, and enhance the attractiveness of teaching activities.

2.2 Integrate high-quality ideological and political education resources and build a new media platform for ideological and political education

In the era of network information, the carrier of ideological and political education in colleges and universities has been greatly enriched. As an important platform for college students to obtain information, communicate, interact and exchange ideas, campus network platform should make full use of the advantages of mobile Internet, integrate high-quality ideological and political education resources, and build a new media platform for online ideological and political education. Form a three-dimensional education model of teacher-student interaction, student-student interaction, online and offline combination.

First of all, to build a new media platform for ideological and political education, universities should make overall plans to build a new media platform under the background of "Internet +" from different levels such as schools and colleges. At the school level, ideological and political education websites and microblog and wechat public accounts based on campus network should be built to build the "network ideological and political" brand of colleges and universities. At the college level, wechat public accounts andmicroblog platforms based on campus networks should be built to make full use of the communication advantages of microblog and wechat platforms. At the same time, counselors and teachers should be encouraged to actively use campus networks and new media platforms to strengthen the contact with

students, so as to timely grasp the hot topics concerned by students and do a good job in online information guidance.

Secondly, actively develop educational resources, give full play to the advantages of campus network and new media platform in information dissemination, and develop corresponding resources according to the ideological characteristics and behavioral habits of college students in the network environment. In the construction of campus culture, colleges and universities can give full play to the advantages of new media technology and integrate traditional culture into various online and offline activities. For example, when holding traditional festival celebrations, colleges and universities can make micro films or short videos to show the connotation of relevant customs and traditional culture, which can not only increase students' cognition and understanding of traditional culture, but also stimulate their interest and love for traditional culture. In terms of spreading positive energy, colleges and universities can encourage students to actively participate in the creation of some small videos, micro films and other forms of works, which can be based on real stories, tell some touching and inspirational stories, and be widely disseminated through new media platforms. This can not only show students' creative talent, but also pass on positive values and positive energy, which is of great significance for shaping a good campus cultural atmosphere.

2.3 Innovate online ideological and political education methods, and realize the organic combination of online and offline

The mobile Internet era has brought many opportunities to the network ideological and political education in colleges and universities, but it also puts forward higher requirements for it. In order to give full play to the advantages of the network and further improve the effectiveness of the network ideological and political education in colleges and universities, the organic combination of online and offline is an indispensable means.

First, universities can use modern technology to develop a variety of online learning platforms and applications. Through these platforms and apps, students can learn and communicate anytime, anywhere. For example, universities can develop a mobile application specifically for online ideological and political courses, in which students can watch course videos, participate in discussions, complete homework, etc., while introducing virtual reality (VR) and augmented reality (AR) technologies to enable students to participate in ideological and political education activities in an immersive manner. In addition, colleges and universities can establish "micro-classes", using short video courses to allow students to learn new ideas in fragmented time. These micro courses can be viewed anytime and anywhere through online platforms or mobile applications, providing students with more free and flexible learning methods, making ideological and political education no longer subject to time and place.

Secondly, a personalized recommendation system is introduced into the online learning platform. By analyzing students' learning situation and interest preferences, the system can automatically recommend content and resources suitable for them. In this way, each student can have a tailored learning experience, and the internalization of knowledge will be more effective.

Finally, teachers can interact with college students in real time through online discussion boards, microblog, wechat, tiktok and other new media platforms. At the same time, regular offline activities, such as symposiums and seminars, are organized to conduct in-depth ideological and political education exchanges with students face to face. In this way, the convenience of mobile network can be fully utilized. It can also maintain the authenticity and effectiveness of online and offline interaction.

Peroration

To sum up, under the background of mobile Internet, college network ideological and political education is facing both unprecedented opportunities and great challenges. In essence, college network ideological and political education is not a department or a person's thing, colleges and universities should actively mobilize the active participation of teachers, students and even social and family forces, truly purify the network ideological and political education environment, so that college network ideological and political education work to a new height.

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