

Original Research Article

Research on the practical path of “Internet + ideological and political education” in higher vocational colleges based on social media*Jiangnan Su, Xinyu Peng, Jun Huang* [*Corresponding Author]*Hunan Railway Professional Technology College, Zhuzhou, Hunan, 412001, China*

Abstract: With the rapid development of information technology, “Internet +” has become an important trend in the transformation of various industries, and the ideological and political education in higher vocational colleges is also facing new opportunities and challenges. Firstly, it points out that there are some problems in ideological and political education in higher vocational colleges, such as single content, obsolete form and insufficient interaction between teachers and students. Secondly, the article proposes to build a diversified education platform to enhance the appeal of ideological and political education through online courses, social media and other forms. At the same time, the content and form of education should be innovated, and social hotspots and case teaching should be combined to enhance students’ participation and enthusiasm. Through the research of this subject, it can provide a new idea and practical reference for the reform and development of ideological and political education in higher vocational colleges.

Keywords: Internet plus; Ideological and political education; Higher vocational colleges; Practice path.

1. Introduction

With the rapid development of information technology today, the Internet has become an indispensable part of people’s life and study, especially in the field of education. As an important base for cultivating applied talents, higher vocational colleges face the challenges and opportunities of ideological and political education^[1]. To a certain extent, the traditional way of ideological and political education is difficult to meet the needs of students in the new era, especially in the face of information explosion and pluralistic social environment. How to effectively guide students to establish correct values, outlook on life and world outlook has become an urgent problem to be solved in higher vocational colleges. Therefore, it is particularly important to explore the new model of “Internet + ideological and political education”, and make use of the advantages of the Internet to innovate educational forms and contents and enhance the attractiveness and effectiveness of ideological and political education^[2].

“Internet + ideological and political education” not only provides a broader platform and rich resources for education, but also provides new possibilities for the interaction between educators and educated people. This model can promote the diversification of educational content, enhance students’ sense of participation and subjectivity, so as to improve the quality and effect of ideological and political education. At the same time, it also provides teachers with more flexible teaching methods, which can better adapt to the individual needs of students and improve the pertinency and effectiveness of teaching^[3]. Therefore, the study of the practical path of “Internet + ideological and political education” in higher vocational colleges is not only a response to the needs of the development of The Times, but also an important measure to improve the quality of ideological and political education in higher vocational colleges. Through in-depth analysis of the current situation and exploration of practical paths, it is expected to provide useful reference for the innovation and development of higher vocational colleges in the field of ideological and political education.

2. The theoretical basis of “Internet + ideological and political education”

2.1. The development and application status of Internet technology

With the rapid development of information technology, the Internet has profoundly changed people's way of life and learning. In recent years, the continuous progress of Internet technology, especially the wide application of mobile Internet, cloud computing, big data and artificial intelligence, has greatly promoted the transformation of education. In the context of educational informatization, the traditional teaching model is gradually changing to online learning and blended learning, and the acquisition and dissemination of educational resources has become more convenient.

In higher vocational colleges, the application of Internet technology is mainly reflected in online courses, virtual laboratories, electronic libraries and learning management systems^[4]. These applications not only enrich teaching methods, but also provide students with more flexible learning methods. Students can choose their study time and place independently through the network, and make full use of the fragmented time for learning. At the same time, Internet technology also promotes the interaction between teachers and students. Teachers can timely understand the learning status of students through online discussion, instant feedback and other ways, and adjust teaching strategies.

However, although Internet technology has shown many advantages in education, it also faces some challenges in practical application. For example, some teachers lack the ability to adapt to new technology, resulting in unsatisfactory teaching effect; In addition, the complexity of the network environment may also affect students' learning concentration and learning quality^[5]. Therefore, how to effectively integrate Internet technology and ideological and political education to improve the quality and efficiency of education is still an urgent problem to be solved in higher vocational colleges. Through in-depth research and practical exploration, it can provide more effective solutions for the ideological and political education of higher vocational colleges.

2.2. The concept of “Internet +” and its impact on education

“Internet +” refers to a new mode of deep integration of the Internet and traditional industries, aiming to improve the efficiency and innovation ability of the industry through the application of Internet technology. In the field of education, especially in ideological and political education, the emergence of “Internet +” has brought profound changes to the methods, content and management of education. First of all, the popularization of Internet technology makes the access to educational resources more convenient and efficient. Students can learn anytime and anywhere through online courses, video lectures and e-books, breaking the limitations of time and space.

Secondly, the Internet provides more interaction and participation opportunities for ideological and political education. The traditional education model is often a one-way knowledge transfer, while through social media, online forums and learning platforms, students are able to actively participate in discussions and express their views in the learning process, thus enhancing the initiative and enthusiasm of learning. In addition, the immediacy and diversity of the Internet make it possible to update the educational content in time, and teachers can adjust the teaching content according to social hot spots and current affairs news, so as to make ideological and political education more targeted and effective.

However, the implementation of Internet + ideological and political education also faces some challenges, such as the authenticity and reliability of information, and the complexity of the network environment. Students'

ability to distinguish between true and false information needs to be improved urgently. Meanwhile, teachers also need to master the skills of network teaching to improve the teaching effect. To sum up, “Internet +” has brought new opportunities and challenges to ideological and political education, and promoted the innovation and development of education.

3. The practical path of “Internet + ideological and political education”

3.1. Building a diversified education platform

The rapid development of social media provides a new platform and opportunity for ideological and political education. As a widely used Internet tool, social media has not only changed the way of information dissemination, but also brought new ideas to the implementation of ideological and political education. Through social media, educators can interact with students more easily and break the gap between teachers and students in the traditional education model. Teachers can publish relevant content of ideological and political education through wechat public account, microblog, QQ space and other platforms to attract students’ attention and stimulate their enthusiasm for participation.

The interactive and immediate characteristics of social media enable educators to timely understand the ideological dynamics and emotional needs of students. By conducting online discussions, questions and answers, voting and other activities, teachers can guide students to express their views and encourage them to participate in the thinking of political and social issues. This sense of participation not only enhances students’ sense of identity with ideological and political education, but also enhances their critical thinking ability and social responsibility.

In addition, social media also provides a platform for students to present themselves and exchange ideas. In such an environment, students can share their own insights, learning experiences, and even views on social hot issues, forming a good interactive atmosphere. Teachers can adjust the content and methods of education according to students’ performance on social media, so as to make ideological and political education closer to students’ actual needs.

The use of social media also faces some challenges, such as the authenticity of information and the negative impact of the network. Therefore, when using social media for ideological and political education, educators need to guide students to identify information and cultivate their media literacy to ensure the enthusiasm and effectiveness of educational effects. Through the rational use of social media, ideological and political education can be more contemporary and attractive, so as to better serve the comprehensive development of students in higher vocational colleges.

3.2. Innovation of education content and form

In the context of “Internet + ideological and political education”, the use of case teaching and gamification learning has become an important means to improve students’ participation and learning effect. Through the introduction of real situation, case teaching can closely integrate theoretical knowledge with practical life, so that students can cultivate critical thinking and practical ability in the process of analyzing and solving problems. For example, teachers can choose cases related to social hot spots, moral conflicts, or legal issues, guide students to group discussions, and encourage them to think about problems from different perspectives. This method not only stimulates students’ interest in learning, but also enhances their sense of teamwork and communication skills.

At the same time, the introduction of gamification learning has added interest and interactivity to ideological and political education. By designing games related to the content of the course, students can learn and master

knowledge in a relaxed and enjoyable environment. For example, online platforms can be used to carry out activities such as knowledge contests, role plays or mooted courts, so that students can experience the fun of learning in their participation. In the game, students can not only consolidate what they have learned, but also exercise their adaptability and decision-making ability.

By combining case teaching and gamified learning, teachers can more effectively adjust teaching strategies to meet the learning needs of different students. This flexible teaching method not only improves the activity of the classroom, but also provides students with a richer learning experience. Through this innovative educational model, ideological and political education in higher vocational colleges can better guide students to establish correct values, outlook on life and world outlook, and lay a solid foundation for their all-round development.

4. Conclusion

Under the background of the rapid development of information technology, “Internet + ideological and political education” has become an important direction of education reform in higher vocational colleges. By integrating Internet technology and ideological and political education, it can effectively broaden the vision of education, enrich the means of education, and improve the pertinence and effectiveness of education.

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