Original Research Article

Application research of "Internet + ideological and political education" in higher vocational colleges based on social media

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Abstract: In the ideological and political education of higher vocational colleges, how to effectively use Internet technology to improve the quality of education and student participation has become an urgent problem to be solved. Firstly, through the analysis of the current situation of ideological and political education in higher vocational colleges, this paper finds that the education content is single, the education method is traditional, and the participation of students is insufficient. Secondly, a series of specific application strategies are proposed. Finally, through case analysis, this paper summarizes the experience of higher vocational colleges successfully implementing "Internet + ideological and political education", points out its important enlightenment to education reform, and provides an important 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; Education reform

1. Introduction

With the rapid development of information technology, the Internet has profoundly changed the way people study and communicate. Especially in the field of education, the application of the Internet has brought new opportunities and challenges to the traditional teaching model. In higher vocational colleges, the students are generally young and have a high acceptance of new technologies. The use of the Internet for ideological and political education can not only enhance the interest and interaction of education, but also effectively improve the participation and learning effect of students[1]. At present, higher vocational colleges are faced with problems such as single curriculum content, traditional teaching methods and insufficient participation of students in ideological and political education. These problems need to be solved through innovative education models.

As an emerging educational concept, "Internet + ideological and political education" is not only the guidance of national education policies, but also an important measure for higher vocational colleges to meet the needs of the development of The Times. Through the integration of Internet resources, online courses, social media and other platforms, the diversification and personalization of ideological and political education can be realized, and the teaching effect can be improved[2]. Research on the application of "Internet + ideological and political education" can not only provide new educational ideas for higher vocational colleges, but also lay the foundation for cultivating socialist builders and successors with all-round development of moral, intellectual, physical, aesthetic and labor.

2. Current situation analysis of ideological and political education in higher vocational colleges

2.1. The status quo of ideological and political education in higher vocational colleges

The ideological and political education in higher vocational colleges plays an important role in the current

education system, and its main goal is to cultivate students' political consciousness, moral accomplishment and social responsibility. However, at present, the ideological and political education in higher vocational colleges still faces some challenges and problems[3]. First of all, the content of the course is relatively single and often focuses on the teaching of theoretical knowledge, which lacks a close combination with students' actual life and career development. This kind of out-of-reality education makes students less interested in and participating in ideological and political education, resulting in unsatisfactory education effect.

Secondly, traditional teaching methods are still dominant, and teachers often give priority to indoctrination teaching in the classroom, lacking interaction and discussion. This makes students passively accept knowledge in class, and it is difficult to form the ability of independent thinking and critical analysis. In addition, many higher vocational colleges fail to make full use of modern information technology in ideological and political education, resulting in relatively backward educational means and techniques that fail to attract students' attention.

Moreover, the diverse needs of students have not been effectively met. Students in higher vocational colleges have different backgrounds, learning styles and interests. However, the existing ideological and political education often fails to develop personalized education programs for different student groups. This makes some students resist the ideological and political education, which affects the overall effect of education.

2.2. Existing problems and challenges

In the ideological and political education of higher vocational colleges, the uniformity of educational content is an urgent problem to be solved. Traditional ideological and political education often relies on fixed teaching materials and teaching methods, and the content is mainly based on theoretical knowledge, lacking the close combination of students' actual life and social development. This single content design makes the education process seem boring and boring, and it is difficult to arouse the resonance and interest of students, resulting in low participation enthusiasm of students.

The single educational content limits students' thinking expansion and diversified development. In today's society, students are faced with complex social phenomena and diverse values, and a single ideological and political education can not effectively guide them to establish a correct world outlook, outlook on life and values. In addition, many vocational students pay more attention to the cultivation of practical skills in the learning process, which is often ignored by traditional ideological and political education, leading to a lower sense of identity of students with the curriculum.

A single educational content is also difficult to adapt to the needs of different students. Students in vocational colleges have different backgrounds, interests and needs. If the educational content cannot be adjusted according to the characteristics of students, it will be difficult to stimulate their enthusiasm and initiative. Especially in the "Internet +" era, students have diversified channels to obtain information, and they hope to participate in ideological and political education through more flexible and interactive ways[4-5].

3. The application of "Internet +" in ideological and political education in higher vocational colleges

3.1. Combination of online and offline teaching mode

In the ideological and political education of higher vocational colleges, the combination of online and offline teaching mode has gradually become an effective teaching strategy. This model makes full use of the advantages of the Internet and forms a diversified learning environment through the combination of online courses and

offline interaction. Online, teachers can use the network platform to publish course materials, video lectures and courseware, and students can study independently at any time and place. This flexibility not only improves the convenience of learning, but also stimulates students' interest in learning and enables them to absorb knowledge at their own pace.

At the same time, offline classes provide an opportunity for students to communicate face-to-face. In class, teachers can provide detailed answers to students' problems encountered in online learning, carry out group discussions and interactive activities, and enhance students' understanding and application ability of ideological and political theory. Such interactions not only promote communication between teachers and students, but also help students deepen their grasp of theoretical knowledge in practice.

The combination of online and offline teaching mode can also optimize the teaching effect through data analysis. By analyzing the data of students' online learning, teachers can understand their learning habits and mastery degree, so as to adjust the teaching content and form in the subsequent offline teaching. This feedback mechanism can improve the pertinency and effectiveness of teaching, and make ideological and political education more practical.

3.2. Case analysis and discussion

Under the background of "Internet + ideological and political education", case analysis and discussion have become an important part of teaching. Through the introduction of specific cases, students' interest in learning can be effectively stimulated, and their understanding and identification of ideological and political education can be enhanced. Taking the "network interactive classroom" of a higher vocational college as an example, the school introduced real social cases through the online platform, such as value conflicts in the construction of corporate culture, legal and moral evaluation of social hot events, etc., which promoted the active participation of students. Students can not only discuss in class, but also express their personal opinions through the network platform, and even participate in online voting and questionnaire survey. This interactive form makes ideological and political education no longer limited to a single knowledge teaching, but forms a multi-dimensional learning environment.

During the case analysis, the teacher guided the students to think from different perspectives and encouraged them to ask questions and debate. Through the group discussion, students can collide with the sparks of ideas in the communication and deepen the understanding of the case. At the same time, teachers can also adjust teaching strategies in time to better meet the learning needs of students through the analysis of the discussion results. This method not only improves students' thinking ability, but also cultivates their teamwork spirit and communication skills.

It is worth noting that the effect of case analysis and discussion lies in how to select typical cases and design effective problem guidance. Teachers need to combine the actual situation of students and social hotspots, and select cases closely related to students' life, so as to enhance the reality and pertinence of education. In this process, with the help of Internet technology, teachers can collect rich case resources and track social dynamics in real time, which provides a broader vision and depth for ideological and political education. Therefore, case analysis and discussion is not only an innovative form of "Internet + ideological and political education", but also an important way to improve students' comprehensive literacy.

4. Conclusion

With the rapid development of information technology, the ideological and political education in higher

vocational colleges is facing unprecedented opportunities and challenges. "Internet + ideological and political education" not only provides a new perspective for the transformation of education methods, but also opens up a broad space for the enrichment of ideological and political education content and the diversification of education forms. Through the Internet platform, educators can spread the core idea of ideological and political education more flexibilities, make it closer to the actual life and psychological needs of students, so as to enhance the effectiveness and attractiveness of education.

Funding

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