



# Research on the Development Dilemma and Optimization Path of Network Ideological Education in the New Era

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## Abstract

This paper provides an in-depth discussion of the definition, characteristics, significance, development challenges, and optimization strategies of online Civic and Political Education in the new era. As an emerging educational model, online Civic and Political Education is characterized by its broad reach, significant influence, and diverse formats, especially when compared to traditional Civic and Political Education. It plays a crucial role in fostering moral values and shaping individual beliefs. However, online Civic and Political Education currently face several challenges, including the complexity of the public opinion environment, the formalization of platform construction, the homogenization of content delivery, and insufficient interaction between educators and students. To enhance online ideological education, it is essential to strengthen the guidance of socialist core values and innovate educational methods. This includes optimizing the construction of online platforms by employing professional teams to design platforms that cater to the needs of college students and incorporating intelligent algorithmic technology for targeted content delivery. Additionally, it is important to diversify content supply by integrating various media and modes of expression while remaining attuned to the realities of students' lives and their interests.

## Keywords

Online civic education; new era; optimization paths

## Introduction

In the context of the new era, network ideological education, as a new form of ideological and political education, is increasingly showing its unique charm and great potential. With the rapid development of Internet technology, cyberspace has become an important place for people to obtain information, exchange ideas, and express their emotions, and it also has a profound impact on the ideological concepts, value orientation, and behavior of college students. Therefore, how to use the network platform to carry out effective civic education has become an important task facing colleges and universities. Compared with traditional civic education, network civic education has the characteristics of wide coverage, great influence, and many forms, which can break through time and space limitations and achieve the sharing of resources and interactive communication. It can not only provide rich and diversified educational content but also make personalized delivery according to the needs and interests of college students, thus enhancing the pertinence and effectiveness of education. At the same time, network civic education also plays an irreplaceable role in establishing morality and shaping values, and is an important part of civic education in colleges and universities in the context of the new era. However, Cyber Civic and Political Education also face many difficulties and

challenges in the process of development. The complexity of the public opinion environment, the formality of platform construction, the homogenization of content pushing, and the insufficiency of teacher-student interaction have all constrained the further development of online Civic and Political Education.

## **1. An Overview of Cyber Civic Education in the New Era**

### **1.1 Definition and Characteristics of Online Civic Education**

Network ideological and political education, as a brand-new education mode in the context of the new era, is an ideological and political education activity for college student groups using network platforms and technical means. Compared with traditional ideological and political education, network ideological and political education breaks the limitation of time and space, making the sharing of educational resources and interactive communication possible. It is no longer limited to the traditional classroom and face-to-face teaching methods, but through the network platform, it delivers the content and values of ideological and political education to college students in a more flexible and convenient way. Network Civic and Political Education is characterized by wide coverage, great influence, and many forms. First of all, it has a wide coverage, is not limited by geography and time, and can cover the whole country and even the global group of college students. This makes network Civic and Political Education have greater potential and influence, and can better meet the needs and interests of college students. Secondly, the influence of network Civic and Political Education is far-reaching. Through the network platform, the content of Civic and Political Education can be spread rapidly, causing widespread concern and discussion (Xue, Dan, 2023). This way of dissemination not only enhances the effectiveness of civic education but also stimulates the thinking and resonance of college students and promotes the formation of correct values and worldviews. Finally, the forms of network ideological education are diverse. It is no longer limited to traditional text, pictures, and other ways, but can be presented through video, audio, animation, and other forms to present the content of ideological education.

### **1.2 The Importance of Online Civic Education in the New Era**

In the context of the new era, the importance of network civic education has become more and more prominent. It is not only an important part of ideological education in colleges and universities but also an effective carrier of key tasks such as moral education and value shaping. With the popularity of the Internet and the development of information technology, cyberspace has become an important place for college students to obtain information, exchange ideas, and express their emotions. Therefore, online ideological education plays an irreplaceable role in guiding college students to correctly face online public opinion, shape healthy values, and cultivate noble moral sentiments. The importance of network ideological education is also reflected in its unique advantages and necessity. Compared with traditional Civic Education, network Civic Education is characterized by wide coverage, large influence, and many forms. It can break through the time and space limitations, and realize the sharing of resources and interactive communication, which is more in line with the learning habits and interests of contemporary college students. At the same time, network ideological education can also transform abstract theoretical knowledge into vivid and interesting network content through diversified ways of expression, so as to enhance the attractiveness and infectious force of education. In the context of the new era, network Civic Education also undertakes the important mission of passing on and promoting socialist core values. Through the wide dissemination and in-depth guidance of the network platform, socialist core values can be better integrated into the daily life and study of college students, and become their code of conduct consciously practiced (Wen Frost, Li Yuan, & Li Jiayi, 2021). This not only helps to improve the ideological and moral quality of college students, but also provides a strong ideological guarantee for the harmony, stability and development of society. Network ideological education also plays an important role in dealing with various challenges and dilemmas in the context of the new era. In the face of the complexity of the public opinion environment, the formalization of platform construction, the homogenization of content pushing and the insufficiency of teacher-student interaction, online Civic Education needs to be constantly innovated and optimized to meet the needs of the times.

## **2. The Dilemma of Developing Online Civic Education in the New Era**

### **2.1 Complexity of the Public Opinion Environment**

In the context of the new era, cyber civic education faces the serious challenge of the complexity of the public opinion

environment. With the popularity of the Internet and the rise of social media, cyberspace has become the meeting point of various information, views, and public opinions. However, this diversified public opinion environment has also brought considerable troubles to Cyber Civic and Political Education (Three Gorges Higher Education Research, 2020). On the one hand, information in cyberspace is complicated, and difficult to distinguish between truth and falsehood, it is often difficult for college students to judge its truthfulness and accuracy when acquiring information. This gives some wrong, one-sided, or extreme ideological views a chance to spread in the network, negatively affecting the ideological concepts of college students. Cyber Civic Education needs to guide students to correctly discern information in such an environment and cultivate their ability of critical thinking and independent thinking. On the other hand, Western hostile forces also use the Internet to spread wrong ideas and try to subvert our ideology. They spread false information, distort facts, and attack our social system and values through carefully planned online public opinion wars. This kind of cyber attack poses a serious threat to the ideology and value orientation of college students, and also brings a great challenge to cyber-ideological education. Cyber ideological education needs to be vigilant at all times, strengthen the ideological guidance of students, and help them establish a correct worldview, outlook on life, and values. The anonymity and openness of cyberspace also intensify the complexity of the public opinion environment.

## **2.2 Formalization of Platform Building**

In the context of the new era, although significant progress has been made in online ideological and political education, it still faces the development dilemma of formalized platform construction. This dilemma is mainly reflected in the outdated design and poor attractiveness of some colleges and universities' online civic and political education platforms, as well as the lack of relevance and innovation in platform construction. At present, some colleges and universities have failed to keep pace with the times in the design of their online ideological education platforms, with old interfaces and single functions, which are unable to meet the growing and diversified needs of college students. These platforms often focus only on the stacking of information, while ignoring the user experience and interactivity, resulting in students' low willingness to use the platform, and the educational effect is greatly reduced. At the same time, the formalization of platform construction is also manifested in the lack of pertinence and innovation. Some colleges and universities fail to fully consider the actual needs and interests of students when constructing network ideological education platforms, resulting in the platform content being out of touch with students' lives and unable to cause students' resonance. In addition, the platform also lacks innovation in content delivery and activity organization, often simply copying the traditional mode of civic education, unable to give full play to the advantages of the network platform.

The formalization of platform construction not only affects the effectiveness of online civic education, but also restricts its long-term development. In order to break this predicament, colleges and universities need to increase their investment in online civic education platforms, hire professional teams for platform design and function development, and ensure that the platform meets the usage habits and aesthetic needs of college students. At the same time, the content of the platform also needs to be constantly innovated and optimized, closely combined with the actual life and interests of students, to present the content of ideological education in a more vivid and interesting way. Colleges and universities can also learn from the successful experience of other fields, such as social media and online education, and introduce advanced concepts and technologies into the construction of online Civic and Political Education platforms.

## **3. Optimizing the Path of Online Ideological Education in the New Era**

### **3.1 Strengthening Socialist Core Values Guidance**

In the context of the new era, network Civic Education is facing many challenges, and in order to optimize its development path, it is particularly important to strengthen the guidance of socialist core values. Socialist core values are the ideological essence of socialism with Chinese characteristics in the new era, and they are the core content of online Civic and Political Education. Through the network platform, we can integrate socialist core values into the learning and life of college students, and guide them to establish a correct worldview, outlook on life, and values. In order to strengthen the guidance of socialist core values, we need to innovate the content and form of network ideological education. In terms of content, we need to combine the actual needs and interests of college students, and transform abstract values into concrete and vivid online content, such as microfilms, animation, short videos, etc., in

order to enhance the attractiveness and infectiousness of education. In terms of form, we can make use of social media, online education and other new network tools to break the time and space limitations of traditional civic education and achieve interaction and communication at any time and anywhere (Hou, Li, 2022). At the same time, we also need to strengthen the construction of the teacher team of network civic education. Teachers are the main body of network ideological education, and their quality and ability directly affect the effect of education. Therefore, we need to strengthen the training and education of teachers, and improve their political literacy, network literacy, and educational ability, so that they can better guide college students to establish correct values. We also need to establish a perfect evaluation system for cyber civic education. Through the tracking and evaluation of students' learning, we can understand the effect of online ideological and political education in a timely manner, find the existing problems and deficiencies, and make timely improvements and optimizations. In this way, we can not only improve the effectiveness of network ideological education, but also promote its continuous development and innovation.

### 3.2 Optimizing the Construction of Web Platforms

In the context of the new era, the development of network Civic and Political Education cannot be separated from the construction of a high-quality network platform. In order to optimize network ideological education, we must devote ourselves to the innovation and improvement of the network platform. This includes the friendly design of the interface, the richness improvement of the functions, and the optimization of the user experience to ensure that the platform can attract and retain college students' users. We should focus on the interactivity of the platform, encourage students to actively participate, express their views, and form a warm discussion atmosphere, so as to enhance the effectiveness of the ideological education. The content construction of the online platform is also key. We need to provide rich, diverse, and high-quality educational resources to meet the different learning needs and interests of college students (Wang, Shixin, & Liu, Mengyue, 2022). These contents should be closely related to social hotspots and practical issues of concern to college students and presented in vivid forms, such as video, audio, graphics, etc., so as to enhance the attractiveness and infectious force of education. Data analysis and personalized push are also important directions for optimizing the construction of online platforms. By collecting and analyzing the learning behaviors and preferences of college students, we can provide them with more personalized educational content and services, and improve the relevance and effectiveness of education. For example, based on students' learning progress and feedback, we can intelligently recommend relevant learning resources and activities to help them better grasp the knowledge of Civics and form correct values. Network security and privacy protection are also issues that cannot be ignored in the construction of network platforms. We must ensure the security of the platform, prevent malicious attacks and information leakage, and protect the personal privacy and data security of college students. Only in this way can college students' study and communicate with confidence in a safe and trustworthy network environment.

## 4. Conclusion

As an important part of ideological education in colleges and universities in the new era, network ideological education faces multiple development dilemmas such as the complexity of the public opinion environment and the formality of platform construction. In order to cope with these challenges, we need to optimize the development path of network civic and political education from multiple aspects. Among them, strengthening the guidance of socialist core values is the core. By innovating the content and form of online ideological education, strengthening the construction of teachers, and improving the evaluation system, we can better guide college students to establish correct values. At the same time, optimizing the construction of the network platform is also key, including enhancing the attractiveness of the platform, enriching the educational content, realizing personalized push as well and strengthening network security and privacy protection, in order to create a more high-quality and efficient network ideological and political education platform. To sum up, through multifaceted efforts and innovations, we can promote the sustained development of Cyber Civic and Political Education in the new era, and provide powerful support for the growth and all-round development of college students.

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