

Research on the Strategy of Ideological and Political Education in Universities in the Era of “Internet+”

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Abstract

Under the new era background of the continuous innovation of educational concepts and the increasingly diverse social demands for compound high-quality talents, curriculum-based ideological and political education has become an indispensable key path for implementing the fundamental task of fostering virtue through education, and its strategic position in the reform and development of higher education has become increasingly prominent. This paper focuses on the core issue of “Internet +” technology empowering the innovation of classroom teaching in colleges and universities, based on the profound changes brought by digital transformation to the teaching mode and educational logic of higher education, and systematically analyzes the current implementation status of curriculum-based ideological and political education in colleges and universities. From the perspective of collaborative education, this paper proposes systematic optimization countermeasures from three levels: universities, teachers, and students.

Keywords

Curriculum Ideology and Politics; classroom teaching; innovative strategies; teaching reform

1. Introduction

In the information age, the ideological and political education in university curriculum has obtained a new development opportunity. First, the wide application of information technology has expanded teaching resources. Teachers can obtain a large number of high-quality teaching materials through the online platform, so as to build more attractive and contemporary teaching content. In addition, the expansion of teaching channels makes the course Ideological and political education no longer limited to the traditional classroom mode, but can be carried out through online platforms, social networks, virtual reality, and other forms, which greatly increases the flexibility and scope of influence of teaching. However, “Internet+” has also brought many challenges to the ideological and political courses in colleges and universities. For example, the complex network environment may have a negative impact on students’ values, so it is urgent to solve the problem of how to correctly guide students to establish a standard world outlook, outlook on life, and values in a variety of information. In addition, under the background of “Internet+”, teachers are generally faced with the problem of insufficient teaching ability, while students’ adaptability to the new teaching mode is poor, which has brought challenges to the implementation of curriculum ideological and political education. The existence of these problems highlights the importance of exploring the

ideological and political strategy of “Internet+” college courses, which is intended to deal with these difficulties through systematic strategic planning and promote the high-quality development of Ideological and political education in colleges and universities.

2. Current Situation of Ideological and Political Implementation of College Curriculum in the Era of “Internet+”

2.1 Results Achieved

Under the background of the “Internet+” era, the implementation of Ideological and political courses in colleges and universities has achieved certain results, especially in expanding teaching resources and improving teachers’ quality. First of all, some colleges and universities have introduced the network teaching platform, which has successfully realized the digitization and online delivery of the ideological and political content of the course, thus providing a more flexible way of learning for students. Some colleges and universities combine ideological and political education with professional courses through the application of online education modes such as MOOC and WeChat, so that students can be guided by values while learning professional content. At the same time, the overall ideological and political level of teachers has also been improved. Many universities hold special training courses and teaching discussions to help teachers master the application skills of “Internet+” technology, and integrate these technologies into the practice of Ideological and political education. This kind of systematic training not only improves teachers’ professional skills, but also strengthens their understanding and identity of the concept of Ideological and political education in the new era. In addition, some colleges and universities have actively innovated in the design of Ideological and political courses, trying to integrate current hot issues and social issues into teaching materials, so as to enhance the modern sense and attraction of the courses. To a certain extent, these measures have enhanced the actual effect of the curriculum’s ideological and political education and laid a solid foundation for future development.

2.2 Existing Deficiencies

Although the “Internet+” era provides new opportunities and development space for the ideological and political construction of university courses, there are still many problems to be solved in practice. These problems are mainly reflected in four aspects: curriculum design, teaching methods, teachers’ ability, and learners’ adaptability.

2.2.1 Teaching Content

At present, the combination of Ideological and political courses in colleges and universities with modern Internet technology in teaching content design is still insufficient, lacking the characteristics of the times and attraction. Some courses were not updated in time to reflect the latest trends and hot spots of social development. As a result, it was difficult for students to understand the practical importance of Ideological and political education. In the era of rapid progress of information technology, the key is how to guide students to correctly deal with the impact of artificial intelligence, big data, and other technologies on society, which has become an urgent issue to be solved. However, the current curriculum content usually fails to fully cover these emerging topics, resulting in inconsistency between the curriculum and the actual needs of students (Li & Wang, 2023). In addition, the presentation of the course is monotonous, and the advantages of multimedia technology are not fully utilized for innovation. According to the references, the traditional classroom teaching methods can no longer meet the needs of contemporary education, especially in the cultivation of students’ core literacy, which needs more abundant and diversified teaching resources to support (Chen & Zhang, 2022). Therefore, how to use the “Internet+” technology to improve the teaching content and make it more interactive and attractive is the key problem to be solved in the field of Ideological and political education in colleges and universities.

2.2.2 Teaching Methods

Colleges and universities have not yet made full use of the advantages of “Internet+” technology to innovate the teaching methods of Ideological and political courses, and the teaching forms are relatively traditional. Although some colleges and universities have begun to try to apply the online teaching platform, many teachers prefer the traditional teaching methods and do not make full use of information technology to enhance the teaching effect.

Cutting-edge technologies such as virtual reality (VR) and augmented reality (AR) can give students an immersive educational experience. However, the application of these technologies is still in the preliminary exploration stage in the current curriculum, ideological and political education (Liu & Wu, 2023). In addition, the technical level of teachers has also hindered the innovation of teaching methods. Some teachers are not proficient in “Internet+” technology, so it is difficult to use it flexibly in classroom teaching, resulting in a lack of diversity and flexibility in teaching methods. This situation not only reduces the attraction of Ideological and political education, but also weakens its educational effectiveness to some extent. Therefore, the use of technical means to enhance the teaching form has become an important problem that needs to be solved urgently in the ideological and political course of colleges and universities.

2.2.3 Teachers’ Quality

The development of Ideological and political education in colleges and universities is limited, one of the key reasons is the lack of teachers’ ability in “Internet+” teaching and ideological and political literacy. Some teachers’ recognition of information technology is relatively low due to their lack of willingness to actively learn and apply. In addition, teachers still have some defects in updating and learning the knowledge of Ideological and political theory. With the rapid progress of society, the content and requirements of Ideological and political education are constantly adjusted. However, some teachers failed to update relevant knowledge quickly, which made it difficult to effectively guide students to establish correct values in teaching (Zhao & Huang, 2023). In addition, teachers failed to effectively integrate information technology skills and ideological and political literacy, making it difficult to integrate technology and content in depth. For example, although some teachers are familiar with the basic technical operation, they fail to effectively integrate the objectives of Ideological and political education, which affects the ideal performance of teaching effectiveness. Therefore, improving the overall quality of teachers, especially their “Internet+” teaching skills and ideological and political theory level, is the key foundation to promote the ideological and political progress of university courses.

2.2.4 Student Acceptance

Students’ acceptance of Ideological and political content in the “Internet+” course will be affected by many factors, such as their learning habits, different personal values, and their ability to adapt to technology. Some students have some resistance to new learning methods because they have long adapted to traditional classroom education. For example, although online education can break through the limitations of time and space, students’ learning efficiency may be low due to a lack of self-discipline, which ultimately affects their acceptance of Ideological and political education (Liu & Wu, 2023). In addition, the different values among students also significantly affect their acceptance of the curriculum’s ideological and political education. In the information age, students’ access to information is increasingly rich and diverse, and the formation of their values is affected by many factors, which makes it difficult for a single ideological and political education to fully meet the needs of different students. In addition, students’ mastery of technology also significantly affects their adaptability. Some students may hold negative views on the “Internet+” course of Ideological and political education because they are unfamiliar with the operation of technology or lack trust in new technology. Therefore, the ideological and political courses in colleges and universities need to focus on enhancing students’ acceptance and participation by optimizing teaching design and providing technical support.

3. The Strategy of “Internet+” College Ideological and Political Courses

3.1 School Level

3.1.1 Improve Policy Support

Under the background of the “Internet+” era, colleges and universities, as an important place for the implementation of curriculum ideological and political education, should provide institutional support for teachers to carry out curriculum ideological and political education by formulating and improving relevant policies. Schools should clearly integrate the “Internet+” technology into Ideological and political education, and incorporate it into the teaching development plan. At the same time, specific measures should be formulated to encourage teachers to actively participate in relevant practical activities. For example, a special reward mechanism can be created to commend outstanding teachers in the field of “Internet+” teaching and ideological and political education; At the same time,

a scientific evaluation system should be established to include teachers' ability to use information technology in Ideological and political teaching into performance evaluation indicators, so as to stimulate teachers' enthusiasm and innovation ability. At the same time, the school needs to deepen its contact with the competent department of education to win more policy support, such as applying for special funds to promote the construction of curriculum ideological and political education, or promoting inter-school cooperation and sharing excellent resources and experience. Through policy guidance and resource advantages, the school can lay a solid foundation for the in-depth implementation of the "Internet+" course.

3.1.2 Strengthen Resource Construction

In order to smoothly promote the implementation of Ideological and political education in Colleges and Universities under the background of "Internet+", colleges and universities need to increase resource investment and improve the construction of network teaching platforms and hardware facilities. First of all, schools should invest in developing a fully functional and easy-to-operate online learning platform. This platform should not only support the upload and playback of multiple media resources, but also have the ability for interactive communication and data analysis. This will help teachers grasp students' learning progress in real time and then optimize teaching methods. In addition, schools need to purchase advanced teaching equipment and software tools, such as virtual reality equipment and augmented reality technology, which can enrich teaching methods and improve the attractiveness of the classroom. The application of these technical methods can make the original abstract ideological and political theory more specific and vivid, and then improve the students' learning interest and participation level. At the same time, schools should pay attention to the development of rich teaching resources, and produce high-quality MOOC courses, micro class videos, and digital textbooks to ensure that teaching materials not only keep up with the trend of the times, but also attract students' attention.

3.2 Teacher Level

3.2.1 Improve Ideological and Political Literacy

In the "Internet+" era, college teachers are the key figures in the implementation of Ideological and political education, and their ideological and political literacy has a direct impact on the teaching effect of the course. Therefore, teachers need to continuously improve their ideological and political theory level, and deeply study the basic principles of Marxism and the theoretical system of socialism with Chinese characteristics. At the same time, we should also pay attention to the current hot events, and explain and analyze them in combination with practical problems, so as to improve the pertinence and persuasiveness of teaching (Chen & Liu, 2023). In addition, teachers should also actively participate in various ideological and political training activities, including special lectures and academic seminars, so as to constantly update the knowledge system, broaden their horizons, and improve their ideological and political education. In the information-flooded modern society, teachers should have efficient information screening and identification ability (Zhao & Huang, 2023), so as to identify meaningful content from numerous materials, and then integrate it into classroom teaching, so as to help students establish correct values. Teachers can optimize their ideological and political education functions in the "Internet+" environment through continuous learning and application.

3.2.2 Enhance the Teaching Ability of "Internet+"

In addition to improving ideological and political literacy, college teachers should also master the "Internet+" teaching technology to promote the innovation and improvement of teaching methods. Therefore, teachers need to actively participate in professional training provided by schools or external institutions, and comprehensively learn how to use information technology to design courses, make multimedia courseware, and carry out online teaching activities. In addition, teachers should have the courage to introduce new technical means in daily teaching, such as the use of live broadcast or flipped classroom mode, in order to break through the time and space limitations of traditional teaching and bring more flexible and rich learning experiences to students. In addition, teachers can accurately monitor and evaluate students' learning behavior through big data analysis technology, so as to design personalized teaching plans to meet the needs of different students. Through continuous practice and reflection, teachers can gradually cultivate teaching skills to meet the needs of the "Internet+" era, so as to provide solid support for the high-quality completion of the ideological and political tasks of the curriculum.

3.3 Student Level

3.3.1 Establish Correct Values

Under the background of the “Internet+” era, students are groping in the tide of information, which is full of false, one-sided, and even bad information that affects their physical and mental health. Therefore, it is essential to build a correct thinking system for students, covering their world outlook, outlook on life, and values. Universities should integrate ideological and political education into the curriculum, guide students to improve their information recognition ability, keep them sharp in the information complex environment, and take the initiative to resist the impact of negative information. Specifically, teachers can use typical examples in teaching, analyze the current social hot spots, and inspire students to look at problems from a variety of perspectives, so as to improve their critical thinking ability. In addition, the school can further enhance students’ recognition of values and help them establish correct values by planning special lectures, holding debate competitions, and other activities.

3.3.2 Cultivate the Awareness of Autonomous Learning

With the advent of the “Internet+” era, students can enjoy massive learning resources and a convenient learning environment, but it also puts forward higher requirements for their self-learning ability. Universities should guide students to effectively use network resources for autonomous learning through ideological and political education courses, so as to cultivate their critical thinking and problem-solving ability. Teachers can guide students to choose high-quality online courses or learning resources, encourage them to study in their spare time, and set up discussion areas or question and answer boards to enhance the interaction and communication between students. In addition, the school can stimulate students’ learning desire by creating open homework or project learning activities, so that they can acquire knowledge in practice and improve skills. Using this method, students can not only adapt to the “Internet+” learning environment, but also gradually develop into talents of the new era with a sense of social responsibility and innovative spirit under the influence of Ideological and political education.

4. Conclusion

To sum up, the use of diversified teaching strategies can enhance the attraction and effect of Ideological and political courses in universities. In the future, colleges and universities can organize a variety of Ideological and political education activities through the combination of online and offline methods. For example, special lectures or online discussions are held on the live platform to invite experts to interact with students in real time, so as to expand students’ horizons and thinking boundaries. At the same time, the widespread use of social media has created a new way of communication for the ideological and political education courses in universities. Teachers can release ideological and political education content with the characteristics of the times through social channels such as microblog and WeChat, stimulate students’ active participation in communication and sharing, and improve the interaction of Ideological and political teaching and students’ participation. In general, the continuous innovation of the teaching method of “Internet+” University Course Ideological and political education will bring new vitality to the University Ideological and political education and promote its high-quality development in the new era.

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