

Research on Countermeasures of ideological and political education in colleges and universities under the background of network informatization

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Abstract. Affected by the epidemic, coupled with the rapid development of network information, the extensive application of new media has a great impact on the current traditional education, and the traditional education mode is gradually being replaced by information technology. The popularization of network information technology makes smart phones enter millions of households, the commercialization of 5G technology is accelerated, and AI intelligence gradually becomes the mainstream. In the future, the popularization of artificial intelligence will bring about a revolutionary change in education. At present, the biggest challenge facing college education is the contradiction between teachers and mobile phones. Mobile Internet addiction of college students has been the primary factor affecting college students' studies. How to solve the influence of mobile Internet addiction of college students on their studies has become a hot topic in ideological and political education of colleges and universities. This paper will explore the characteristics of college students through the actual investigation, analyze the ideological dynamics of college students, put forward corresponding solutions, and provide countermeasures for ideological and political education in colleges and universities.

1 Introduction

Current situation of college students' mobile Internet

With the development and popularization of the Internet among college students, it not only broadens the channels for college students to obtain information, increases the communication and exchange between college students and the outside world, and improves the overall knowledge coverage area of college students, but also profoundly affects the political belief, moral orientation, behavior pattern, mental health and other aspects of college students. The negative information circulating on the Internet has eroded some college students' thoughts to some extent. In the face of the current social status, how to take the initiative in the technological change, improve the coverage and influence of online ideological and political education, take the initiative to occupy the commanding heights of the virtual positions of online ideological and political education, and better provide strong support for the training of high-quality college students has become an important topic to be studied

New media has become a distribution center for all kinds of ideas and values, information and views, experience and judgment. "In 1998, associate professor Elliott King of Loyola University proposed that the concept of 'interactivity' has at least two meanings: on

the one hand, it means that users can have more autonomy when they get information on the network, that is, they can control when and how to get what information. On the other hand, it refers to the relationship between the information provider and the information receiver, mainly referring to the user's feedback. This means that audiences have the ability to choose and respond quickly to information online." [1] Survey on the use of mobile phones by college students: 52% of them use mobile phones for entertainment: chatting, playing games, checking micro-blog, checking other entertainment websites; 40% of the students use it to assist learning, watching online courses, inquiring information, etc.; 8% of students used other: mastering time, safety tools, etc. According to the survey, college students use mobile phones for an average of 3.5 hours a day, with the longest time in the evening.

The situation of the failed students playing mobile phones: After a discussion with the students who have failed in three grades, 95% of the students failed because they were addicted to mobile games and novels, resulting in delayed study; 5% of the students are not interested in their major, love is useless, part-time jobs and other factors.

To sum up, in the information age, mobile phone Internet addiction has become a major factor affecting the healthy growth of college students. Many students rely on mobile phones, resulting in eyesight loss, weight rise, and accidents while walking and playing mobile

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phones. In addition, according to the results of the physical health test of college students, the eyesight of college students is declining year by year, to a certain extent, because of long-term indulgence in electronic products. Therefore, in the ideological and political education in colleges and universities, it is very necessary to help college students get rid of the addiction to mobile phones and Internet, and it is imperative to innovate the way of ideological and political education.

2 Characteristics of college students

2.1 Blindly follow the trend

Most college students blindly follow the trend, which has a great relationship with college students living in groups, especially freshmen, freshmen to the university is full of curiosity about everything around, see around or senior students do, they will follow without thinking, resulting in many students blindly follow the trend; For senior students lacking goals, there is a state of "muddling along", a small number of students in the university will be paralyzed, lost their goals, more do not know their future career direction, causing them to spend every day without purpose.

2.2 Go your Own way and promote your personality.

Today's college students, especially the post-00s, because they are in the special era of the only child, they have developed some habits of their own to indulge in a good environment, to their own comfort as the criterion, rarely to consider the feelings of others, which leads to certain difficulties in education guidance, and even a small number of students have the illusion that "the teacher can't control me". On the road ahead, they become more extreme.

2.3 Escape from mistakes and timidity

Due to the good conditions, nowadays college students lack the courage to face mistakes. When encountering setbacks and difficulties, the first idea is to for 76% of students. In the process of guidance, college students always find a variety of excuses, thinking that problems are caused by others or other external factors, and they cannot analyze their own shortcomings from their own perspective. In a word, most college students lack courage and commitment to face mistakes.

2.4 Stubborn thinking and ugly persuasion

Nowadays, most college students are opinionated and believe that their own ideas are the best, so it is difficult to humbly accept the good advice of others. In the process of ideological and political education, college students are lost in the circle of "self-centered", and it is difficult to listen to the advice. Therefore, it needs a long time to change.

2.5 The Ideological Dynamics of College Students

The dynamic thought of college students is a complex dynamic process that changes constantly with time, space and cognition. The environment in different learning stages will affect the dynamic change of thought. Therefore, every university has its own ideological mainstream, and the motto of each school is also the guidance of the ideological dynamic of its students. From the perspective of the university four years, the freshman period belongs to the ideological seedling period, which is also an important reason for most colleges and universities to attach great importance to the ideological education of freshmen entrance, in this period to lay a good foundation, in the later growth stage will not be contrary; The sophomore and junior years are the growth stage of college students' ideology, during which there will be a variety of contradictions and a certain gap between values and reality. In the growth stage, students need to have a good digestion ability. When students are confused, a word from the instructor can make them feel enlightened. So you need to deal with this paradox in the growing stage; The senior year is the basic mature period of college students' thoughts. After four years of various sharpening and accumulation of social experience, they have formed their own world outlook, outlook on life and values in the graduates' thoughts, which also plays a certain role for them who are about to enter the society.

Throughout the whole growth stage of college students, the dynamic thought of college students has a certain regularity, from ignorant to self-questioning and then to the denial of negation, gradually forming the self-cognition under the influence of the mainstream of campus thought, and gradually verifying the self-innovation through repeated practice in the society.

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4 New Countermeasures of Ideological and Political Education for College Student

4.1 Educating through negative cartoon lesson.

The research on information behavior holds that "only by understanding the needs and behavioral characteristics of service objects can we provide them with effective information services." [2] The traditional talk in the ideological and political education of college students is gradually indifferent, a long time of theory will sometimes cause students' weariness, so in the way of education need to innovate, to understand the preferences of college students, according to the preferences of education. In ideological and political education, it is found that college students are keen on cartoons and animation. Therefore, in ideological and political education, multimedia technology can be used to carry out education. A new media center for ideological and political education can be established to push relevant cartoons or animation videos regularly, and Douyin official account of ideological and political education can also be created to carry out various forms of publicity and make ideological and political education active, lively and interesting. In this way, a short cartoon or video telling a simple truth can also deepen the influence of students. For example, in the education of eradicating mobile phone Internet addiction, the harm brought by mobile phone Internet addiction can be made vividly, and the negative effects of addiction can be publicized through animation videos to convey positive energy. Simple, interesting, and thought-provoking, in order to urge the majority of students to stay away from mobile phone addiction, reasonable use of mobile phones.

4.2 Strengthen inner responsibility.

College students are in the world outlook, outlook on life, values shaping an important period, in addition to the necessary professional extracurricular, but also should strengthen the students' psychological construction, strengthen the students' heart, dare to face difficulties and setbacks, in the face of major difficulties do not

shrink, dare to face the difficulties head-on. The majority of millennials since birth live in a superior family environment, the size of the things around the parents to help solve, the courage to face the difficulties alone needs to be constantly trained, in ideological and political education should also pay attention to the guidance of inner strengthening, only practice strong and heart will be able to overcome setbacks and difficulties in the future life, will continue to strengthen the spirit of responsibility students. Enhance self-confidence, optimistic calm.

4.3 Establish early warning to prevent paralysis

An early warning mechanism should also be established in ideological and political education, and warning lines should be set for students with mental paralysis and negative thinking, such as attendance red line and failing warning, which can play the role of supervision at all times. Especially in the academic setting of the degree change warning, so that students intuitively clear their learning state, but also inform the parents of the serious consequences of the development of the situation, in the thought played a warning role to prevent some students away from the parental supervision, there is no paralysis of the academic mentality, from the ideological root, eliminate the improper trend.

4.4 Countermeasures vary from person to person

College students are an independent and diverse individual, each of whom has a different personality and cognition. Some students are easy to pass, while some persuade them to be indifferent. This requires that in the process of ideological and political education, it is necessary to vary from person to person, stratified management, specific problem specific analysis, and do not grasp the beard and eyebrows at once. For sensible students to remind a little, state the interests can; For the mind paralysis repeatedly do not change to contact parents to talk, in the form of conversation to find out the incentive, family education hand in hand with school education, to help them realize their own shortcomings, especially long-term in the mobile phone Internet addiction of this kind of students, in addition to the roommate, teacher supervision, family supervision is also essential, integrate all favorable conditions to solve the problem.

4.5 Three-dimensional coordination and all-round

"The integration of information technology into Ideological and political courses in colleges and universities is an important teaching innovation measure to optimize the application function of ideological and political courses in colleges and universities" [3] Ideological and political education is a three-dimensional, all-dimensional and multi-faceted guidance process. Ideological and political education is the banner of

higher education. First of all, the target of training is the mass groups who love the motherland, support the leadership of the Party, obey the arrangement of the Party and implement the decision of the Party. Secondly, the object taught in the whole process of receiving education is a positive state full of positive energy, can play a positive role, conducive to the development of society; Thirdly, ideological and political education is necessary to shape a complete personality. The government must strengthen corresponding supervision, put the "leading power and discourse power of college students' ideological and political education firmly in the hands of the Party, and earnestly safeguard the ideological security of our country".[4] Only after receiving the baptism of education, clear things, distinguish right from wrong, know honor and shame, and contribute to the society, is a healthy person, a natural person useful to the society. Ideological and political education integrates all aspects of students' growth, from small words and deeds to big patterns, feelings of home and country, values, plays a pivotal role in the healthy growth of students. Ideological and political education has a long way to go.

4.6 Under the network to the playground

"Strictly speaking, artificial intelligence is not the other, not objective, not the opposite of human beings, but human beings themselves."[5] Today, with the development of the network, many students are addicted to the virtual world of the network, escape from reality, lack of exercise, lack of interpersonal communication, in the current ideological and political education, the initiative to advocate walking down the network to the playground has been practiced in many colleges and universities. It is also an effective way to encourage college education to carry out related sports regularly every month, so that many students can experience the happiness of sports and the beauty of nature. It is also necessary to experience theoretical knowledge in practice through activities or labor, return experience to practice, and then give feedback and deepen theoretical innovation in practice. In ideological and political education, we should achieve the comprehensive and balanced development of "moral, intellectual, physical, American and labor", so that students can gradually grow into a social natural person.1.1 Formatting the title, authors and affiliations

5 Conclusion

The network is the extension of reality, not only the extension of the real people, but also the extension of the real society. The network environment is actually a system of interaction between "online" and "offline". New situations and problems in virtual space have their realistic background and root causes. The solution of online problems cannot be separated from the practical activities of offline society. But the network world is not a simple "copy" of the real society, and the network ideological and political education is not the "electronic

version" of the offline ideological and political education. College students' network ideological and political educators can not use "online work" to replace "offline education", to explore the "online guidance" and "offline education" cooperate with the mechanism, not only "key to key", but also "face to face", online and offline work cooperate with each other, so that the educational effect of aggregation and amplification.

Ideological and political education in colleges and universities is the soul of the spiritual guidance of college students. In the whole process of education, we should combine the dynamic development of the society, constantly innovate educational methods, lead college students to understand the society, and equip their minds with advanced theoretical knowledge. At the same time, we should combine theory with practice, apply theory to practice, and serve society, rather than stay in the theoretical level. Ideological and political education is the cornerstone of college students' healthy growth. Only with a solid foundation can we continue our voyage in the future. Therefore, in the ideological and political education in colleges and universities, we should establish the idea of "no bias of the ideological beacon, the dynamic communication is relevant to the reality, the theory and practice match, the problem and the measure are synchronized, the education and the education are parallel", the "five-in-one" coordinated progress, to cultivate the plastic talents for the society.

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