

Exploring the Innovation of Online Ideological and Political Education Models in Universities

Xiaodong Ma

Hunan Agricultural University, Changsha 410128, China.

Abstract: With the continuous development of science and technology, network technology has been applied to various fields, and the education model of universities has also made innovations with the application of network technology. In ideological and political education in universities, influenced by traditional educational models and other factors, the quality of education is uneven, and the learning effectiveness of students needs to be improved. Therefore, integrating network technology and innovating teaching methods in ideological and political education in universities is very important. Conducting online ideological and political education in universities can enhance students' interest in learning, while also helping them develop good moral qualities and providing assistance for their future development. This article focuses on the research goal of ideological and political education models in universities, exploring the importance and methods of integrating online ideological and political education in universities, hoping to provide some help for relevant universities.

Keywords: Universities; Network; Ideological and Political Education; Innovative Exploration

Introduction

In today's society, the information age has fully arrived, and network technology has permeated various fields of people's lives, reflected in healthcare, shopping, and transportation, and has achieved excellent results. The application of online education in the education industry is an inevitable trend of the times, and it is also an important method to improve teaching quality. The main function of the internet is to disseminate information, and its working mode has strong convenience, which can save educational time, improve educational efficiency, and ensure educational quality. It is an important battlefield for the development of higher education today. Online ideological and political education in universities can first enrich educational resources, understand educational information, enhance students' learning enthusiasm, and also timely understand students' learning situation. Online education is beneficial but harmless for the development of ideological and political education in universities.

1. The characteristics of online ideological and political education in universities

The main purpose of online ideological and political education in universities is to promote the group of college students to better complete their ideological and political learning and cultivate their core competencies through internet technology. The implementation method is to carry out ideological and political education courses and some virtual education activities to complete teaching tasks through this method. The characteristics of online ideological and political education in universities are mainly reflected in the level of educational content. Firstly, online ideological and political education in universities is a product of the development of network technology, and is influenced by objective factors in the actual teaching process. The mode of online education has changed from offline teaching to online platform teaching, and universities upload course content to the cloud through online media and other means, Manage educational processes and content through the university education system. In terms of educational content, online ideological and political education in universities can achieve the exchange of ideological and political education information and student ideological exchange information, achieving true information exchange. Teachers can timely understand students' learning achievements and ideas, and further help students complete their own moral quality construction.

In addition to traditional textbook education content, online ideological and political education in universities also has advantages such as wide coverage, strong popularity, and fast update speed. This means that university online platforms can also collect learning and information materials from various aspects of society, ensuring that students' educational acceptance can keep up with the pace of the times. Universities can also set up free learning sections such as comment columns and education columns on online platforms, allowing students to fully interact online while receiving the influence and influence of ideological and political education. The setting of this educational content can enrich the content of ideological and political education in universities and improve the quality of education.

2. Challenges Faced by Online Ideological and Political Education in Universities

After experiencing educational reform, major universities have placed greater emphasis on improving students' core competencies. For the education industry, schools also hope to see the overall progress and development of college students. However, influenced by various factors such as traditional educational concepts, it is difficult to improve students' learning enthusiasm, cultivate students' moral character construction, and cultivate students to become compound talents with morality, discipline, and ability in actual online ideological and political education in universities. The innovation of this teaching concept has high requirements for the teaching level of teachers, and there are also certain restrictions on the construction and maintenance of online ideological and political education platforms. Schools need to ensure their own faculty construction and the stability of the education platform. In other words, the main purpose of innovation in online ideological and political education in universities is to update teaching concepts and innovate teaching methods. However, the ultimate goal of online education platforms and traditional education models is the same. Both schools and teachers aim to improve students' academic performance, cultivate their comprehensive abilities, and enable them to possess excellent moral qualities and legal concepts. Online ideological and political education in universities only provides convenience for current university education in line with the development of the times, while it is the teachers who actually determine the learning effectiveness of students. Online education is only a platform, and teachers are the lighthouses that can guide students towards the right path.

3. Strategies and Methods for Innovation in Online Ideological and Political Education in Universities

Universities should first strengthen network construction to ensure the stability of online education platforms. From the perspective of educational policies, universities can recruit professional talents to manage the network, build stable, abortion, and convenient education platforms, and be responsible for daily platform maintenance work to ensure the stability of online ideological and political education platforms. In addition to the construction of online education platforms in universities, universities should also pay attention to the construction of online education platform content, and make the online platform a unique learning home for students. There are many ways to choose a teaching platform, including the WeChat official account platform and the education and learning system. The WeChat official account platform is easy to operate. Schools can apply for the official authorization of the WeChat official account, and then set the corresponding learning content inside the official account, so that students can pay attention to the official account and accept the daily news push of the official account. Educational learning systems mainly exist in the form of websites or apps, with the main characteristics of comprehensive learning content, clear and clear learning layout, and simple operation. Regardless of the method used by schools to build online education platforms, educational goals can be achieved. In addition to setting up basic teaching content on online education platforms, schools can also create ideological and political education columns, which mainly focus on social facts and national policies, allowing students to explore independently and improve their learning enthusiasm. In addition to the content related to ideological and political education, schools can also integrate some academic knowledge, technological achievements, entertainment news, art appreciation and other elements into online education platforms, increasing the browsing volume of online education platforms. Universities also need to create chat rooms, allowing students and teachers to freely speak and discuss current hot topics on online education platforms. The setting of ideological and political education columns can also elaborate on students' future development. Schools set up future employment columns on online education platforms, expressing the future development situation, employment prospects, employment salaries, and other contents of different majors, allowing students to have a clear and clear understanding of their future development, and providing guarantees for promoting

students' healthy growth.

Conclusion

In summary, online ideological and political education in universities has now achieved comprehensive popularization. Students can complete course check-in, course preview, and score inquiry work online, improving learning convenience while developing the education industry in universities. The content of online ideological and political education in universities has now become an inevitable result of the development of education in the new era. Universities should make sufficient preparations to integrate network technology into ideological and political education through publicity, education, discussion, and other means, achieve great innovation in education, and promote the comprehensive development of students, providing excellent composite talents for society.

References

[1] Zhang L. Innovative Research on the Ideological and Political Education Model of College Counselors under the Background of New Media Network [J]. *Taste and Classics*, 2022 (24): 114-115+150.

[2] Wang TT. Innovative exploration of online ideological and political education models in universities [J]. *Food Research and Development*, 2022,43 (24): 245.

[3] Li QY. Exploring the Innovation of Online Ideological and Political Education Models in Universities from the Perspective of "Three Comprehensive Education" [J]. *Public Relations World*, 2022 (10): 90-91.