

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

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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

At present, the country is fully implementing educational reform work for various stages of education. The "Opinions on Further Strengthening and Improving Ideological and Political Education for College Students" issued by the State Council clearly states that major universities should focus on ideological and political education for college students, innovate educational methods through educational reform, and integrate modern technology to innovate educational work. In online ideological and political education in universities, innovation in educational methods is mainly reflected in the transformation of educational platforms. Unlike traditional educational models, online education has more possibilities and creativity, and the diversification of educational content is fully demonstrated by online education. The traditional education model is limited by offline classroom education, resulting in very limited educational content. Many extracurricular knowledge and course content cannot be fully explained, and the offline learning effect of students is very unsatisfactory. The online ideological and political platforms in universities can first fully reflect the expansion of ideological and political education. Students can not only learn knowledge from books on the education platform, but also learn national policy knowledge, social system knowledge, and network knowledge, etc. The education methods have changed from singularity to diversity, with a wider range of choices and more learning channels for students.

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

3.1 Strengthen the construction of university networks and create ideological and political education columns

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.

3.2 Strengthening Network Teaching Management to Ensure the Achievements of Ideological and Political Education

As is well known, the internet is a double-edged sword, which can improve students' learning ability while also posing a threat to their mental health. Therefore, in the process of establishing an online learning platform, universities should focus on strengthening the management of online teaching to ensure the achievements of ideological and political education. Nowadays, the internet is filled with a large amount of reactionary, superstitious, fraudulent, pornographic, violent and other content. For college students who have not yet entered socie-

ty, it greatly affects their mental development. Students who browse these negative information for a long time are easily affected and embark on the path of illegal crime. Universities need to carry out online education platform purification activities based on this characteristic of the online environment. Firstly, they need to ensure the security of their campus websites, provide ideological and moral education to students in a green online environment, and promote the red campus culture in online education platforms, cultivate excellent ideas such as patriotism, integrity, dedication, and friendliness, and build students' psychological defense lines, Enable students to have the ability to distinguish harmful information on the internet. The school also needs to regularly push official account information such as fraud prevention, addiction prevention and gambling prevention to students, purify the network environment of colleges and universities and improve students' ideological construction. In this online teaching management system, students can first obtain a good online learning environment, while also receiving correct ideological and moral construction. This is very helpful for students' ideological and political learning, and also lays the foundation for their future healthy development.

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.

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