A Brief Analysis of the Opportunities and Challenges Facing the Innovative Development of Ideological and Political Education in Universities under the Background of "Internet +"

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Abstract—With the continuous development and progress of information technology, China has entered the stage of comprehensive network information development. Internet technology is also gradually playing an important role in various fields. The same is true in the field of education, and the combination of the Internet and education is also an inevitable development trend. Under the background of "Internet +", the development of ideological and political education in colleges and universities is also the same. In the process of development, reform and innovation should be actively combined with the Internet. This paper focuses on the changes of ideological and political education in colleges and universities under the background of "Internet +", and explores the development paths of ideological and political education innovation and Internet in colleges and universities. By exploring the innovative development of ideological and political education, the quality of ideological and political education in colleges and universities can be improved, thus further improving the innovative development of ideological and political education in colleges and universities, and laying a good foundation for the development of ideological and political education. Through in-depth exploration of ideological and political education innovation and development, it can be concluded that the current innovative development of ideological and political education in universities needs to be further explored with the help of Internet information technology. At the same time, attention should be paid to the inheritance and continuation of the correct values in traditional culture, so as to achieve the organic combination of the Internet and ideological and political education in colleges and universities.

1 THE MEANING OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES IN THE MODE OF "INTERNET +"

With the continuous development of China's economy and the continuous progress of information technology, China has entered a developed network information age, in this information age, people have access to network information. At the same time with the development of Internet technology, other fields are also greatly affected by Internet information technology. Including all kinds of traditional industries, such as the construction industry, the financial industry, education, the concept of "Internet +" has emerged. Under the influence of the concept of "Internet +", people gradually see the great power generated by the combination of Internet technology and traditional industries. Internet technology has been found to be a powerful booster for the development of traditional fields.

As for ideological and political education in colleges and universities, it simply means that colleges and universities train learners systematically in political

thoughts, values and social ethics. From the perspective of this explanation, the core of ideological and political education in colleges and universities lies in enabling students to establish a correct political view, values and outlook on life through a series of educational methods, and cultivating high-quality talents through ideological and political quality education. In recent years, with the development and progress of information network technology, ideological and political education in colleges and universities also needs to be in line with the social trend and integrate the traditional ideological and political education field with Internet technology. Only in this way can the ideological and political education system in universities be further improved. In the process of practical combination, it is also necessary to realize that Internet ideological and political education is not only a simple application of Internet technology in ideological and political education, but also pay attention to the traditional cultural connotation of ideological and political education. Thus the value idea of ideological and political education will be integrated into the teaching model.

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2 INNOVATIVE SIGNIFICANCE OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES UNDER THE BACKGROUND OF "INTERNET +"

2.1 Rich and diverse ideological and political curriculum resources in colleges and universities

Education course in colleges and universities due to venue and practice, the teachers level, curriculum resource is very limited, under the background of Internet + online network education resource is very rich, at the same time, the teaching quality of online education courses are generally than offline a lot better than the quality of teaching, for students' learning efficiency good quality course can lay a solid foundation, in the present college ideological education, online learning has become an indispensable learning resources. Through the combination of online teaching resources and offline classroom, students' learning efficiency can be maximally improved.

2.2 It plays a guiding role in the creation of students' innovative thinking

Under the environment of Internet information technology, the students come into contact with the explosive growth of information, especially network information will affect the students some bad values, college ideological education by combining with the Internet information technology, through a variety of ways to guide students' values, for example by information technology will club activities in colleges and universities, the library data, the consumption level of students in the school, and so on data extraction and analysis, thus can more targeted to the student to carry on the ideological education work.

2.3 It is conducive to the construction of a good ideological and political education evaluation system

In ideological and political education, it is very important to have a good teaching effect evaluation system, which can not only guide teachers' teaching direction, but also enable students to self-test their learning effect so as to adjust their learning strategies and learning direction. Through the big data in the Internet information technology, students' study and life can be analyzed, which also enables the ideological and political education workers in colleges and universities to have a more comprehensive understanding of students' ideological trends. In this way, ideological and political teaching can be adjusted in terms of policies and strategies, so as to improve the teaching efficiency.

3 PROBLEMS AND OPPORTUNITIES FACED BY IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES UNDER THE BACKGROUND OF "INTERNET +"

3.1 Problems faced by ideological and political education in universities under the background of "Internet +"

The values of students are diversified. Although Internet bring a lot of convenience to the education teaching, but the Internet technology in to the students provide a wide range of learning resources and hot messages at the same time, the student contact information is very complex, this leads to students' confusion in mixed network information, one of the main reason is that the popularity of the network information present explosive growth problem, which is mixed with some of the values distorted information, and some pornographic violence in network information content is extremely unfavorable to students form the correct values. Therefore, in the contemporary society with developed Internet, proper guidance and education should be given to students so that they can form correct three views and moral qualities.

The mode of higher education is under attack. Under the background of the development of Internet technology progress, more and more online education platform developed gradually, this leads to the ideological education teaching by more and more challenges, the current college ideological education still adopts the traditional teaching mode, is often a teacher on the platform of lectures, the students listen to the teacher from the passive to take notes. This traditional teaching mode has been unable to meet the needs of ideological and political education in colleges and universities. The combination of "Internet +" and ideological and political education in colleges and universities can effectively improve the effectiveness of education and teaching. The development of ideological and political education in colleges and universities can be greatly promoted through the exploration and research of Internet information technology.

Through a questionnaire survey on students, the following reasons that affect the efficiency of ideological and political education and teaching in colleges and universities are found. The survey data are shown in the table below: conclusion:

To sum up, culture is not only the foundation of the development of a nation, but also culture can play a cohesive role in the spirit of a country and a nation, so that social development is more stable, but also to promote the development of the national economy. The development and progress of Internet technology has promoted the development of cultural industry, so the development of music culture industry should be actively integrated with network information technology, only in this way can we maximize the positive impact of music culture industry on social development, while promoting social and economic development.

Through a questionnaire survey on students, the following reasons that affect the efficiency of ideological and political education and teaching in colleges and universities are found. The survey data are shown in the table below:

TABLE I. CAUSES AFFECTING THE EFFICIENCY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Influence factor	Number	Percentage
Teaching material theory text is boring, teaching material theory and reality have disconnection	90	31.0%
Most of the traditional educational modes exist	94	32.4%
Scripted, lack of creativity, low student participation	66	22.8%
It is difficult for students to communicate with their teachers	40	13.8%
Summation	290	100%

The Internet environment is uneven. A good Internet environment can bring a lot of help and inspiration to learners, but the current domestic network environment is complex and changeable, which is easy to make students in the development stage fall into a confused state, and easy to be affected by the bad Internet atmosphere. And the trend of the development of the network is through everyone's interest to build a "cocoon" information room, people will be interested in things and ideas to strengthen unceasingly, let people in his identity of a single concept, which leads to the learner's values will deteriorate faster, network environment is under the background of "Internet +" ideological education in colleges and universities is facing a big challenge.

3.2 Opportunities faced by ideological and political education in universities under the background of "Internet +"

With the support of Internet technology, ideological and political education in colleges and universities is facing many challenges as well as opportunities. The following are several opportunities in ideological and political education in universities under the background of "Internet +": 1. Rich and varied network education resources. With the development of Internet technology, the cost for people to obtain information has become extremely low. As long as people have a stable network environment, they can access network information resources anytime and anywhere. People can not leave the information convenience brought by the Internet. Political education in colleges and universities teaching in the classroom teaching is mainly dependent on the textbooks and teachers' teaching face to face, so the traditional educational model already can't adapt to the present education environment, students are prone to be agitated mood to give up studying, teaching efficiency is extremely low, students' learning enthusiasm is not high also, this leads to the teaching become inefficient, short of teachers' teaching goal, the emergence of the Internet technology well made up for the defect, through online

and offline network technology will be a combination of the traditional technology, make full use of network education resources, let the students study enthusiasm have greatly ascend. An important role of Internet technology in ideological and political education is that both students and teachers can use the Internet to obtain rich educational resources, which makes up for the monotonic offline classroom teaching. Internet technology can combine online hot spots with ideological and political education, which not only broadens learners' vision, but also enables learners to deeply understand the value concept of ideological and political education in the process of thinking about hot events, so as to improve their enthusiasm for learning ideological and political education. "Internet +" education mode is a good supplement to traditional ideological and political education.

Through the questionnaire survey, the degree of understanding of the Internet of students in a university is analyzed, and it is found that two-thirds of the students are relatively familiar with the "Internet +" era. The following table shows the specific analysis data:

TABLE II. HOW WELL STUDENTS KNOW THE INTERNET

Level	Number	Percentage
Not at all	22	7.6%
Not really	55	19%
General understanding	92	31.7%
A little	86	29.6%
Know very well	35	12.1%
Summation	290	100%

Make teaching more timely and efficient. Ideological education is a very dependent on a teaching of teaching timely, so for some popular social message need timely organize and undertake to the student education, teaching content is not only need to communicate in time, the same spirit of some latest concept also must carry on the introduction of teaching, such as the latest spirit and so on education idea. The combination of ideological and political education in colleges and universities with "Internet +" can greatly improve the timeliness of teaching and enable learners to have a deep understanding of political ideas and values through the latest ideological and political hot spots. Internet technology has greatly improved the timeliness of ideological and political education. Break through the limitation of time and space. Make learning resources more accessible and communication more convenient. Therefore, with the help and support of Internet technology, the timeliness of effective ideological and political education can be effectively improved.

Enhance ideological and political teaching interaction. With the continuous development of Internet technology, a large number of online communication platforms emerge at the historic moment. Making full use of such platforms in the field of education can greatly enhance the effectiveness of teaching, improve the communication between teachers and students, and thus enhance the relationship between teachers and students.

At the same time, teachers can release educational materials timely through such platforms, so that students can preview and learn before class, thus greatly improving teaching efficiency. Through the online teaching platform, students and teachers can also get full communication and exchange, including some doubts can also ask questions online at any time, to create a good learning environment and learning atmosphere, so that students can learn happily.

4 CONCLUSION

To sum up, colleges and universities are an important place to cultivate students' basic moral qualities and play an important role in the future development of China. Especially in the field of ideological and political education in colleges and universities is shouldering the heavy responsibility of cultivating the successors of socialism. With the comprehensive development of the Internet era, the Internet + model injected new momentum for many traditional areas, especially in the field of education education in colleges and universities, the use of the Internet information technology, can provide great support for the development in the field of college ideological instruction and the help, At the same time, the development of Internet technology also has a lot of challenges in the field of ideological and political education in colleges and universities. Facing the opportunity, we should grasp it in time. In the face of challenges, we must have the courage to innovate and keep pace with The Times. we must dare to innovation, keep up with the pace of The Times. On this basis, the traditional ideological and political education is innovated by using Internet + technology, so as to promote the development of ideological and political education and seek a new path for the development of ideological and political education.

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