

A study on the Micro-Carrier of Ideological and Political Education for College Students in the Era of “Internet +”

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Abstract:

College-level ideological and political education requires the utilization of various platforms and carriers in practice. For college students, this education should be integrated into all aspects of their academic and personal life. Therefore, utilizing the micro-channel is a feasible approach to carry out this education. Based on the Internet background, this paper explores the micro-channel of ideological and political education for college students. The aim is to understand the main advantages of micro-channel application and further propose scientific methods for organizing and implementing ideological and political education. Through analysis, in the Internet environment, the micro-channel of ideological and political education in colleges and universities through the application needs to change thought cognition, enrich micro-channel under the background of ideological education organization form, using the micro-channel broaden the scope of the content of ideological education, strengthen promote the practice of ideological education, to achieve better ideological and political education work in colleges and universities.

Keywords:

College Students, Ideological and Political Education, Micro-Carrier and Educational Practice

1. Introduction

Microcarrier emphasizes the use of microblog, wechat or other social communication platforms under the background of network environment. In the specific education and guidance work, it is the prerequisite to play the role of microcarrier to select the right entry point for teaching and the rational application of teaching an organization mode. On the one hand, the teachers should select the appropriate teaching method to apply the teaching with the integration of the ideological and political education in the universities and optimize the quality of the ideological and political education. On the other hand, the teachers should use modern teaching technology to establish the information platform of the ideological and political education in universities, and promote the reform of the teaching mode of the

ideological and political education in universities. The application of the microcarrier in the teaching of the ideological and political education in universities is an innovation of the teaching mode and an improvement of the teaching quality. It is one of the important means to promote the reform of the teaching mode and the improvement of the teaching quality.

2. Analysis of the Typical Advantages of the Application of Ideological and Political Education in Colleges and Universities As the Carrier of the “Internet +” Environment

2.1. Improve the convenience of ideological and political education Ideological and political education for college students needs to run through all aspects of students' study and life

In the “Internet +” era, colleges and universities are actively exploring innovative ways to deliver ideological and political education to students. One of the most effective methods is to utilize the Internet as a vehicle for delivering this education. This approach has numerous advantages that improve the convenience, accessibility, and effectiveness of ideological and political education.

Firstly, the application of ideological and political education in colleges and universities as the carrier of the “Internet +” environment improves the convenience of this education. In the traditional setting, students would have to attend face-to-face classes, which might require a significant time commitment. However, with the Internet as a platform, students can access this education from anywhere at any time. They can view online videos, read articles, or participate in online forums related to ideological and political education. This flexibility allows students to fit this education into their schedules more easily, making it more convenient for them to receive this education.

Secondly, the application of ideological and political education in colleges and universities as the carrier of the “Internet +” environment enhances the accessibility of this education. The Internet provides a wide platform for delivering educational content. Students in remote areas or with physical disabilities can still have access to this education through the Internet. The Internet removes geographical barriers and allows students from all parts of the country to participate in ideological and political education.

Thirdly, the application of ideological and political education in colleges and universities as the carrier of the “Internet +” environment increases the effectiveness of this education. The Internet offers an interactive way for students to learn. Students can engage with other students, teachers, and experts through online forums or social media platforms. This interaction allows students to learn from each other and share their experiences, which deepens their understanding of ideological and political concepts.

Moreover, the Internet also provides a platform for innovative teaching methods. Teachers can use online quizzes, polls, and other digital tools to assess students' understanding and engagement with the material. These tools provide teachers with real-time feedback on how students are performing, allowing them to adjust their teaching strategies accordingly.

In conclusion, the application of ideological and political education in colleges and universities as the carrier of the “Internet +” environment brings numerous advantages that improve the convenience, accessibility, and effectiveness of this education. The Internet removes geographical barriers, allows students to fit this education into their schedules more easily, and offers an interactive way for students to learn. Innovative teaching methods and real-time feedback on student performance further enhance the effectiveness of this education. As colleges and universities continue to explore innovative ways to deliver ideological and political education in the “Internet +” era, we can expect to see even more improvements in this field in the future.

2.2. Improve the timeliness of ideological and political education

In today's rapidly changing social environment, the timeliness of ideological and political education is crucial. The speed at which information spreads and the diversity of opinions and perspectives has made it increasingly important for individuals to have a solid grounding in the principles and values of their chosen ideology.

To improve the timeliness of ideological and political education, several measures can be taken. Firstly, education systems should incorporate current events and topical issues into their curricula. By staying updated with the latest developments and discussions, students can gain a deeper understanding of the ideological and political concepts they are studying. Secondly, institutions should utilize innovative teaching methods that encourage active participation and critical thinking. Classroom discussions, role-playing exercises, and simulations can help students develop a more nuanced understanding of complex ideological and political issues. Moreover, educators should collaborate with external organizations and experts to provide students with a broader perspective on ideological and political issues. For example, inviting guest speakers from different backgrounds or organizations can help introduce new ideas and perspectives into the classroom. Finally, institutions should make a concerted effort stay updated with the latest research and development in the field of ideological and political education. By continuously evaluating and adapting their teaching methods and materials, institutions can ensure that their students are receiving the most up-to-date and relevant education possible.

In conclusion, improving the timeliness of ideological and political education is essential in today's society. By incorporating current events into curricula, utilizing innovative teaching methods, collaborating with external organizations, and staying updated with the latest research and development, institutions can provide their students with a solid grounding in the principles and values of their chosen ideology.

2.3. Enhance the diversity of teaching resources and materials

Developing ideological and political education is an essential aspect of educational development from various perspectives. To achieve better outcomes in ideological and political education, college teachers should utilize a variety of resources and materials related to this field. It is important to utilize practical and open micro-carriers of ideological and political education material resources, most of which are presented in the form of real-life cases. This approach can assist students in realizing the significance of ideological and political education in their daily lives, ultimately encouraging them to effectively complete their educational tasks. Additionally, from a teachers' perspective, the wealth of resource information available on network platforms and social media platforms can provide teachers with a range of diverse

resources and materials for teaching ideological and political courses. By carefully selecting resources and materials and screening their content and value orientation, teachers can ensure the smooth integration of effective resources into the implementation of ideological and political education.

3. Under the Background of “Internet +”, the Practical Challenge of Applying Micro-Carrier to Ideological and Political Education

3.1. The utilization of micro-carriers poses challenges to teachers’ teaching abilities and qualities

In our daily life, we are exposed to many different types of application forms and microcarrier channels. However, in the field of education, the practical application of these microcarrier is not familiar to teachers. Most college teachers, especially those engaged in ideological and political education, mainly use classroom teaching and thematic practice teaching to apply the teaching guidance methods under routine circumstances. In the process of implementing ideological and political education with advanced network platform and information technology, teachers can only properly integrate conventional multimedia platform and network interactive platform. For the micro-carriers of various forms and rich functions, teachers do not have a systematic and comprehensive cognition, and their ability to use the micro-carriers to carry out ideological and political education needs to be further improved. For example, some teachers are not familiar with Weibo, wechat and other information publishing platforms and social media platforms when they communicate with the student in daily life. This will hinder teachers from making use the above platform flexibly and affect the implementation of education work. In addition, some teachers also lack the ability to screen and screen the teaching resources of ideological and political education on the microcarrier, which will also affect application effect of the microcarrier. Therefore, we need to strengthen teacher training and education of microcarrier to improve their application ability and cognitive level. At the same time, it is also necessary to actively explore and develop more innovative and practical micro-carriers to inject new vitality and power into the ideological and political education work in colleges and universities.

3.2. The challenge of the application of microcarrier to the application of teaching methods

The development of ideological and political education is a crucial aspect that needs to be addressed from multiple perspectives. To enhance the effectiveness of ideological and political education, as college teachers, we must obtain resources and materials from various sources related to ideological and political education. The use of micro-carrier material resources can be more practical and open, and most of the ideological educational resources are in the form of real cases. This approach can better facilitate students’ understanding of the importance of ideological and political education in their daily lives, ultimately encouraging them to fulfill their ideological and political education tasks more effectively.

Furthermore, from a teachers’ teaching guidance perspective, the wealth of resource information available on network platforms and social media platforms can assist teachers in obtaining more abundant and diverse resources and materials for the teaching of ideological and political courses. As long as teachers pay attention to the selection of resource types and the screening of content value orientation, they can

ensure that effective resources can be smoothly applied to the implementation of ideological and political education.

3.3. The application of microcarrier poses challenges to ensuring teaching effectiveness

Microcarrier is an educational and teaching tool that leverages the Internet platform. During its application, the open nature of the network platform can impact its usage in teaching. Specifically, for professional ideological and political education, the application of microcarrier may introduce negative information and values that can guide students in the wrong direction. Therefore, teachers face challenges posed by this negative content when using microcarriers to enhance teaching methods and content. College students are in a growth stage where their thoughts and cognition are flexible and gradually becoming more autonomous. They are highly sensitive and interested in novel and rich resource information. Ensuring the correctness of students' ideas and values, helping them distinguish between negative information, and resisting the negative impact on ideological and political education in colleges and universities is a significant challenge in guaranteeing the effectiveness of ideological and political education. In terms of governance education work, only by fully utilizing the advantages of microcarrier while ensuring the actual effectiveness of ideological and political education work can we truly achieve effective innovation in teaching ideas and methods.

4. Scientific Path Analysis: a Discussion on The Integration of Micro-Carrier and Ideological and Political Education in Colleges and Universities

4.1. Timely change of thinking and cognition to adapt to the Internet education environment

The adaptation of ideological and political education in colleges and universities to the Internet environment is an important prerequisite for teachers to innovate their teaching methods and change their teaching ideas. As a product of the Internet environment, micro-carrier is recognized by people, and widely used in practice. It has achieved deep integration with People's Daily life and learning. The integration of work in the field of university education and micro-carrier has also become an inevitable trend. As teachers, we should first adapt to the overall atmosphere of the Internet environment, and realize that the integration of micro-carrier and the field of education is the inevitable trend of the innovation and improvement of education work at the present stage. Subsequently, to further realize the transformation of individual teaching ideas and teaching methods. For college students, the effect of ideological and political education directly affects the students' learning attitude and the teaching quality of the course itself. Therefore, teachers should start from their own, first realize the transformation of thought nature, cognition to the Internet, the network platform in the innovative teaching methods, optimize the teaching quality of positive, use, in order to further education guide practice, as far as possible to interconnection, network under the background of innovative thinking as a foundation, targeted ideological education work. Enhance the flexibility and innovation of ideological and political education work, which reflects the quality optimization and improvement of [6] of ideological and political education work in the Internet environment. In addition, teachers' adaptation to the information environment and

technology is also reflected in their ability to apply advanced technology and methods for course teaching. For example, in micro-carriers, conventional social tools such as wechat and Weibo may encounter some practical problems and difficulties in their practical application. Teachers to recognize this reality, actively learn and adapt to the new application methods of teaching auxiliary tools, so as to adapt to the Internet education environment, and strengthen the ideological and political education effect of micro-carriers

4.2. Enrich the organizational forms of ideological and political education under the background of micro-carriers

Microcarriers have a variety of different types, with Weibo and wechat as typical representatives. In this kind of social platforms and public information release platforms, ideological and political education can also promote the release of content and interactive teaching mode based on the above platforms. Teachers can apply these microcarrier according to the basic content framework of ideological and political education in colleges and universities. Organize and implement the specific teaching process of ideological and political courses, promote students to use advanced teaching auxiliary tools and more divergent, teaching guidance mode to achieve the improvement of course teaching quality, optimize the overall course teaching effect [7]. Ideological and political courses in colleges and universities, for example, in the teaching of Marxism basic principle and some involved with Chinese characteristics, the theory of socialism and the socialist core values of ideological education, capacity, teachers can be in the way of education guide method actively use the current online learning App, or use weibo WeChat such more convenient for information dissemination and video resources sharing platform. Make full use of the innovative teaching mode of online and offline teaching tasks, after the completion of classroom teaching tasks, through the push of online videos, to promote students to more comprehensively and extensively learn the content of ideological and political education. For example, in the conventional course teaching of the basic principles of Marxism, teachers, on the one hand, can show the theoretical knowledge points of the basic principles of Marxism to students in the classroom through micro-class videos., On the other hand, can also use WeChat weibo this kind of carrier, in after-school learning stage to Marx's life and the formation of Marxism using video data or online text data, to share with students, guide the student in after-school learning stage using these micro carrier, more systematic and comprehensive learning ideological and political education content. Students will inevitably feel the learning value and significance of some theoretical courses in ideological and political courses in the process of course learning. In addition, in the process of theoretical knowledge education related to socialist core values, teachers can also actively use the software commonly used in daily social networking, such as Weibo and wechat, to share the theoretical content and some practical cases of socialist core values to students. Let the students start from the actual life, experience and feel the socialist core, the important embodiment of the values in the modern social environment, and enhance the sense of identity of the college students to the content of the socialist core values.

4.3. Use micro-carriers to broaden the content and scope of ideological and political education

IT is mainly emphasized that teachers should regard the ideological and political education for college students as the main content that needs to be fully run through

all dimensions of students' study and life. In the specific process of education and guidance, teachers can base on students' life practice and the specific problems encountered by students in ideological and political education, combined with the differentiated needs of different students, to provide students with targeted ideological and political education resources and materials. For college students, this personalized and more flexible way of ideological and political education development is bound to be more recognized by students. Students independently learn the relevant theoretical knowledge of the ideological and political education, and the subjective initiative to actively participate in the practice will also be further improved and optimized. In the process of education and guidance, teachers should try to achieve effective communication with students with microblog or wechat carriers which are more familiar with and convenient with students. At the same time, combined with the practical problems raised by students, the online education guidance of microblog and wechat resources can achieve the expected practical education effect. For example, in the teaching of socialist core values, if teachers adopt the method of hard indoctrination, it will inevitably not produce good educational effects. Teachers should, in the process of organizing practical teaching, actively guide students to pay attention to some special wechat public accounts or microblog platforms, and analyze and study the practical value of socialist core values based on social news. To promote students to take the carrier as a convenient tool to guide them to learn knowledge, and to actively apply relevant tools to complete the online course learning tasks, so as to achieve the goal of enriching and optimizing the educational content of ideological and political courses. The content of the course teaching on the online teaching platform can involve the thematic party history learning or red education and other related content, which is the enrichment and perfection of the conventional ideological and political education content in colleges and universities.

4.4. Strengthen the publicity and promotion of ideological and political education practice

To strengthen the publicity and promotion of ideological and political education are to promote college students to have a more profound and comprehensive cognition of the value and significance of ideological and political education. Only when college students realize the positive role of ideological and political education in the specific social life and daily life from the perspective of practice, can they more actively participate in the learning process of relevant courses. To strengthen publicity and promotion, on the one hand, it is necessary to make full use of WeChat microblog platform to publicize and promote [8] of ideological and political education content; on the other hand, it should also emphasize the use of WeChat microblog platform to publicize and promote advanced figures and teams with ideological and political skills in the new era. From a macro to create a good ideological and political education atmosphere, and actively select college students or young people in the model group, so that college students feel the example and models are around. Through the power of example and model, stimulate them to better complete the learning task of ideological and political education. From the practical point of view, the implementation of publicity and promotion work is to better guide students to actively participate in practical activities. Therefore, teachers can use the thematic publicity and promotion practice activities to further let college students experience and feel the application value of ideological and political education in practice. For example, some service activities for volunteer recruitment for youth groups, or social practice with

social service as the specific and inclusive, are all important contents of teachers' publicity and promotion in practice.

5. Conclusions

Comprehensive analysis shows that, for college students, the Internet environment will bring new technology and platform support to the implementation of ideological and political education work. WeChat and Weibo are both ideological and political education platforms and tools that are more advanced and flexible to college students at present. In the specific work of ideological and political education, teachers should make active use of micro-carriers to expand and improve the specific content of curriculum education, so as to adapt to the requirements of mentor education of universities and students, and improve the quality of ideological and political education through practice.

Conflicts of Interest

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