

An Analysis of the Path to Boost the Sense of Gain in Online Ideological and Political Education for College Students in the New Era

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Abstract

With the arrival of the new era and the rapid development of information technology, it has brought opportunities for the development of online ideological and political education for college students, and also put forward higher requirements. The measurement of the effectiveness of ideological and political education in universities mainly depends on the degree of satisfaction of college students in ideological and political education. The article analyzes the new opportunities and challenges faced by college students in terms of their sense of gain in online ideological and political education, and proposes a path to enhance their sense of gain in online ideological and political education from a practical perspective.

Keywords: new era, college students, online ideological and political education, sense of achievement

1. Introduction

With the rapid development of information technology, the internet has had an irreplaceable impact on the learning and life of college students. Universities bear the educational mission of cultivating morality and talents, and more attention should be paid to the ideological and political education of college students on the internet. In 2017, the Ministry of Education issued the “Implementation Outline for the Quality Improvement Project of Ideological and Political Work in Universities” (hereinafter referred to as the “Implementation Outline”), which pointed out that efforts should be made to solve the problems of imbalance and insufficiency in the field of ideological and political work in universities, and continuously improve the sense of gain for teachers and students. In the new era, how to more effectively enhance the sense of achievement of online ideological and political education for college students is an important issue and direction that urgently needs to be solved.

2. New Opportunities to Enhance the Sense of Achievement in Online Ideological and Political Education for College Students

2.1 *The Implementation of the Strategy of Building a Strong Cyber Nation Has Brought Important Strategic Opportunities*

The comprehensive implementation of the strategy of building a strong network nation has led to a vigorous development trend in China's network information industry and industry. This provides new opportunities for the development of online ideological and political education in universities, and also nurtures new thinking to enhance the sense of achievement of online ideological and political education for college students. Colleges and universities are the forefront of ideological work and play a vital role. Ideological and political educators in colleges and universities should actively take the initiative in the development characteristics of the information age, constantly use Internet thinking, actively participate in the front line of online ideological and political

education, constantly expand educational influence, conform to the tide of the times, seize the opportunity of the times, and help college students further improve their sense of access to online ideological and political education.

2.2 The Rapid Development of Network Information Technology Provides Strong Technical Support

The development of Internet technology is deeply influencing the process of society, and has become an important technical means and basic support for the development of the information age. With the rapid development of information technology, online ideological and political education for college students has also gained strong technological support. The organic combination of informatization and ideological and political education for college students has enabled online ideological and political education to break through regional and temporal limitations, and resource sharing has become a practical possibility. Colleges and universities should closely follow the pulse of the development of the information age, actively play the role of the “loudspeaker” of socialist advanced culture, and use the platform of information technology to support and develop healthy and beneficial campus network culture, making noble spirit and positive public opinion the mainstream of campus network culture dissemination.

2.3 The Basic Completion of the Online Moral Education Platform Has Formed a Strong Platform Guarantee

With the widespread popularization and application of information network technology, it plays a very important role in the learning and life of college students, and has brought earth shaking changes to the environment and appearance of universities. From the use of information in university libraries to the promotion and broadcasting of new media in schools, as well as the rapid development of online courses in universities, digital new media has brought great convenience to the learning and life of college students. With the influence of information technology, colleges and universities are paying more and more attention to building online moral education platforms in colleges and universities, and gradually establishing online ideological and political education positions, including microblogs, TikTok, news, websites, MOOC, etc. More and more college students begin to pay attention to campus platforms. The establishment and development of online ideological and political education platforms in universities are also moving towards diversification, highlighting the role and effectiveness of ideological and political education in content, and striving to play an important role in spreading advanced culture and promoting positive energy.

2.4 The Flourishing Development of Online Cultural Ecology Provides a Good Educational Environment

The rapid development of network culture has brought about qualitative changes in people’s study and work, social life, communication and exchange, and shows an open and diversified development trend. More and more people, including young college students, have become an important member of the Internet development process. According to the Statistical Report on China’s Internet Development in recent years, by the first half of 2023, China’s Internet penetration rate had reached 76.4%, and the number of Internet users in China had reached 1.079 billion, an increase of 225 million compared with 2019. With the vigorous development of the network cultural ecology, the country is paying more and more attention to the construction of socialist country network ecological content, and has established the Central Network Security and Information Technology Committee. The number of netizens is rising, and the level of informatization has been developed unprecedentedly. Relatively backward regions have gradually achieved full coverage of network infrastructure, further expanding the coverage of the Internet. The educational content of online ideological and political education is also constantly enriching its own connotation.

3. Challenges in Enhancing the Sense of Achievement in Online Ideological and Political Education for College Students

The rapid development of Internet information technology has brought many opportunities and more diversified platforms to the network ideological and political education, but there are also challenges and difficulties to further boost the sense of acquisition of college students’ network ideological and political education.

3.1 Stratification of Online Life for College Students

The cyberspace, due to its unique characteristics of virtuality and transcendence of time and space, has attracted a large number of young college students. They meet on social media platforms, either due to shared values or similar interests. With the continuous increase in the usage rate of online platforms, the aggregation power reflected by “online communities” is becoming more and more obvious. The “circle like” network life of young college students has become a new dilemma faced by current ideological and political education in universities. The formation of difficulties is mainly reflected in two aspects, one is information reception, and the other is information dissemination. In terms of information reception, the Internet platform can use big data analysis to push customized and accurate information for college students according to their interests and preferences, thus making the channels for college students to obtain information more closed and independent. In terms of information dissemination, online socializing based on the premise of “adding friends” and “adding followers”

makes it easier for college students to communicate information within their fixed circles, highlighting the closed nature of information dissemination. The impact of the hierarchical network life of college students is that they only communicate their interests on online information platforms, making it difficult for mainstream voices to be effectively disseminated, and the effectiveness of online ideological and political education is greatly reduced.

3.2 The Complexity of Network Information Impact

With the explosive development of Internet information technology, the deepening development of economic globalization, and the increasingly prominent statement of diversified interests, overseas strength continues to penetrate by virtue of the rapid transmission of information on the Internet platform. This series of changes and developments attempt to set off a wave of dramatic changes in Chinese thinking. The status of mainstream ideology is constantly being challenged by social trends such as historical nihilism, neoliberalism, and popular entertainment culture. In addition, false, abusive, fraudulent, pornographic, violent and other information is constantly spreading on online platforms, making the impact of online information increasingly complex and affecting the dominant discourse power of Marxist mainstream ideology.

3.3 Formalization of Online Publicity and Education

Nowadays, there are still some universities that regard online ideological and political education as a “political task”. However, the online ideological and political education in these universities reflects the formalization problem of “one size fits all”, which lags behind the growing cultural needs of young college students. For a considerable period of time, the online ideological and political education in universities mainly focused on theoretical indoctrination, without considering the perspective of the educational object, their psychological state, emotional experience, understanding, and other aspects. This one-sided educational promotion made the online ideological and political education less targeted, and there were also characteristics such as insufficient affinity and personalization, which led to a lack of interest in experiencing and participating in relevant educational activities and content among the learners. The ideal online ideological and political education should be a two-way interaction process between educators and learners.

4. Exploring the Path to Boost the Sense of Gain in Online Ideological and Political Education for College Students

The new era has put forward higher goals and requirements for universities in online ideological and political education. Online ideological and political education should further enhance the sense of achievement of college students in online ideological and political education by stimulating vitality and releasing tension.

4.1 Building a New Circle of Online Culture and Enhancing Its Attractiveness

To achieve ideal educational results in online ideological and political education in universities, it is necessary to further enhance one’s competitiveness in the competition of various online resources, in order to attract the attention and favor of college students.

Firstly, universities should leverage their resource advantages to increase the attention and practicality of campus platforms. The official online platforms of universities always give people a stereotype of monotonous pages, rigid content, and single functions, which is difficult to attract stable attention from college students. However, campus network platforms actually have natural resource advantages that are close to the learning and life of college students, such as campus news, exam notices, volunteer activities, lecture forums, etc., which are all areas of daily attention for college students. Therefore, universities should make good use of this unique advantage, optimize resources, and create a healthy and positive online atmosphere. In addition, it is necessary to further tap into the potential resources of campus information platforms, increase service areas, actively leverage the multiple functions of education, management, and services of educational platforms, pay attention to the needs and needs of students, such as timetable inquiry, postgraduate entrance examination communication, old material donations, campus information, etc., improve the practicality of campus network platforms, and continuously expand the coverage of campus platforms among college students. While meeting the actual learning and life needs of students, it enables precise communication of mainstream voices, thereby boosting the sense of achievement in online ideological and political education.

Secondly, we should attach importance to the self-management and self-education of college students, so that educators and learners can work together. The campus network platform is an important carrier for universities to carry out online ideological and political education, and young college students are a very important part of it. We should attach importance to the cultivation and construction of student backbone teams and excellent student teams, leverage the influence of peer groups, and carry out diverse and interesting self-education, in order to narrow the psychological distance between college students and ideological and political education. Encourage and support college students to create excellent online works, stimulate their self-initiative and creativity, work together from top to bottom, and actively create a new circle of college online culture with excellent campus

culture and mainstream culture as the core.

4.2 Strengthen Mainstream Ideological Guidance and Enhance Influence

College ideological educators should recognize the new development trends in the context of the new era, leverage new media platforms, actively promote mainstream ideology, establish an efficient and complete college network ideological and political work system, and actively grasp the guidance of online public opinion. We should strengthen positive publicity, firmly grasp the leadership and discourse power of Marxism in the ideological field of colleges and universities, and truly make the Internet, the largest variable, the largest increment of our career development. Secondly, we should attach importance to the establishment of a network detection and early warning system to improve the effectiveness of network governance. Universities should further establish and improve the monitoring, early warning, and emergency mechanisms for campus wide network public opinion. Develop detailed evaluation criteria and emergency plans for possible campus crisis events. Through campus network public opinion detection and analysis, potential threats and sensitive information and topics can be detected and addressed in a timely manner. For the public opinion crisis that has already occurred, schools should engage in dialogue and communication with the college student community through platforms, timely and proactively disclose real-time information, improve the transparency of network governance, effectively resolve campus network public opinion, and further enhance the impact of ideological and political education in universities.

4.3 Promote the Formalization of Online Publicity and Education to Enhance Affinity

Based on today's online platforms, each college student is a highly autonomous "information voter". The type of website, information, platform they browse, and the opinions they express are entirely determined by their individual wishes. The traditional "teacher led" approach has relatively overlooked the importance of "student centeredness" and is also a disadvantageous factor in the current development of online ideological education in universities. The ideological and political educators in colleges and universities should take the idea of serving the growth and development of students as the premise, find the important point of integration of "teacher led" and "student subject" according to the new era Internet development platform, and actively carry out innovative practical activities of online ideological and political education. By giving full play to the leading role of teachers and respecting the status of students as the main body, the one-way transmission of online ideological and political education has shifted towards two-way communication between teachers and students, thereby enabling students to obtain a full sense of achievement. Strive to establish a democratic and equal subject object relationship with college students, create conditions for them to be willing to speak, dare to speak, and speak the truth, and truly highlight the subject status of the educated.

5. Governance of Ideological and Political Education Gaps on the Internet, Enhancing Execution Power

Firstly, build a high-quality team of online ideological and political education. In reality, due to the fast acceptance of new things by college students, they are often more likely to master the latest communication technologies and lead educators in speed. The lack of media literacy among teachers leads to ineffective communication with students, which is a major reason for the lack of effectiveness in online ideological and political education. Currently, in order to more efficiently manage the phenomenon of network ideological and political education gaps, the first step is to establish a high-quality university network ideological and political education team. College students, due to their faster acceptance of new things, are more likely to master the latest online communication methods compared to educators.

Therefore, in the new era, university network ideological and political education workers need to have a solid theoretical foundation for network ideological and political education, as well as certain information technology means and good network media literacy. To establish and enrich the network ideological and political education team, in addition to establishing and improving relevant policies and systems, it is also necessary to continuously innovate work ideas. In addition, network ideological and political education workers in universities should be able to combine the growth background and ideological dynamics of college students, actively guide young college students to integrate with traditional discourse of ideological and political education through certain dissemination and communication methods, enhance the sense of plainness, standing, and fullness of discourse, and increase the understanding, identification, and acceptance of the "common discourse" between the two parties.

This article takes practical problems as the research topic, combines the challenges faced in promoting online ideological and political education for college students, and explores better ways to enhance the sense of gain in online ideological and political education for college students, and puts forward corresponding opinions and suggestions. With the deepening of education reform, network ideological and political educators in universities should constantly update their concepts based on the characteristics and new trends of the new era, and actively take measures to boost the sense of achievement of network ideological and political education for college

students, based on the actual growth and development of current college students.

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