Research on the Difficulties and Countermeasures of Network Ideological and Political Education in Colleges and Universities from Information Education Perspective

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Abstract
In order to improve the efficiency of network ideological and political education in Colleges and Universities, the evaluation method of difficulties and countermeasures based on network in proposed in this paper. The paper pointed out that in order to improve the efficiency, the student management department should strengthen the construction of ideological and political theory course and strength the construction of teaching materials. The ideological and political instruction office should strengthen the social practice activities and the ideological and political work of teachers as well as constructing a new platform of ideological and political work. The experiment result shows the proposed method can improve the overall performance in ideological and political education in Colleges and Universities substantially.

Keywords: Information Education, Countermeasures, Network ideological and political education, Colleges and Universities

1. Introduction

At present, China is in the critical period of industrial structure transformation and upgrading, and the cultivation of high-quality application-oriented talents is of great significance to the economic and social development. Strengthening the ideological and political education is an important link in the teaching of Applied Undergraduate colleges. The basic goal is to train talents with application and innovation ability. In recent years, the rapid development of the scale of teaching is applied undergraduate universities. Although the schools have been expanding, and gradually improve the system of college teaching, in the employment pressure excessive attention to professional course education, the lack of students ideological and political education, to improve students' quality and ability to produce adverse effects in the long term, these colleges and universities to develop to promote the ideological and political work adhere to the "student oriented" concept of education, the professional characteristics and psychological characteristics of college students combine to carry out targeted education, improve students' moral and professional skills, keeping high-quality innovative talents and has applied for regional economic development.

The popularization of Ideological and political education theory has promoted the popularization of Ideological and political education theory, and made college students better understand and inherit the theory of Ideological and political education. The popularization of Ideological and political education theory is an important task of the ideological and political education theory workers. If the ideological and political education uses obscure language, profound vocabulary and very common content, then the elaboration of the ideological and political education theory will not only promote ideological and political education, but also make students have a certain aversion to ideological and political education. But it cannot reflect the new characteristics of Ideological and political education. This kind of Ideological and political education also lost its original educational purpose. Empty, obscure, difficult, divorced from the actual ideological and political education phenomenon is the most complete taboo point. Ideological and political education with the times, update and improve their own theoretical characteristics, ideological and political education as an important feature of development and progress, ideological and political education theory has been widely popularized and popularized. Therefore, in order to maintain the deepening of Ideological and political education theory, it is necessary to emphasize the popularization of Ideological and political education theory, and attach importance to the popularization and simplification of Ideological and political education theory. However, if we pay too much attention to the popularization of the theory, the ideological and political education will lose its original authority and academic nature. Therefore, the ideological and political education must be close to the fundamental interests of the masses, mobilize the people's common thought and sense of urgency, enrich ideological and political education work, and promote the progress of Ideological and political education. In a word, the popularization of theory promotes the deep expression of theory.

This paper points out that ideological and political education activities must rely on certain cultural environment, and the cultural environment will have a profound impact on Ideological and political education. It will not only affect the emergence and development of Ideological and behavioral education objects, but also affect the process of Ideological and political education, and the influence of educational means can not be
ignored. Through the construction of this specific path, not only can better cope with the dual circumstances of Ideological and Political Education under the contemporary cultural environment, it can improve the effectiveness of Ideological and political education. At the same time, actively participating in the construction of socialism with Chinese characteristics has become an important part of the Chinese dream of building a socialist harmonious society and realizing the great rejuvenation of the Chinese nation. Figure 1 show the distribution of Internet users participating in network politics from 2006-2016.

![Figure 1](image)

**Figure 1.** The distribution of Internet users participating in network politics from 2006-2016

2. The fundamental law of the ideological and political education

The basic law of Ideological and political education is one of the important parts of the ideological and political education theory, which concerns the existence and development of Ideological and political education. With the continuous development of practice, there are many new situations and new problems in the field of Ideological and political education, which need to seek the answer fundamentally. What is the basic law of Ideological and political education, how to create favorable conditions for the basic law of Ideological and political education, and the need to further study the historical status and fundamental contradiction of Ideological and political education, which is a realistic and urgent problem. Social transformation and the reality of the Chinese dream, thereby it can promote the social progress and all-round development of human beings in some contents.

We should insist on the whole exposition of the ideological and political education, and take the ideological and political education as the social practice in the development of human society. Ideological and political education is not only the proposition of pedagogy, but also a philosophical proposition. It defines the value of Ideological and political education from the height of social development and human development. At the same time, we should pay attention to the connotation of Ideological and political education. From the basic laws and new research on its characteristics, we believe that the law can be understood to achieve this goal. "Purpose" is not subjective opinion here, but the condition of the object and the cognition of the subject itself. The basic law of Ideological and political education that embodies "purpose" is not idealism, but the unity of law and value. The purpose of subjective value choice and subjectivity is essentially different from the social historical law and the natural law. Secondly, we should attach importance to the logical starting point and theoretical basis of Ideological and political education. Human reality is not only the historical starting point of Ideological and political education, but also the logical starting point of the basic law. Ideological and political education should be based on real life, meet people's needs and develop people's reality, that is, people's realistic value and ultimate goal. Only from the reality of human beings, not the abstract people, can we reveal the basic laws of Ideological and political education scientifically. Third, ideological and political education should deeply analyze the fundamental contradictions of education, and reveal the main contents of basic skills. The basic law of Ideological and political education embodies the contradictory movement of Ideological and political education. The basic law should be revealed through the fundamental contradiction movement of Ideological and political education. The fundamental contradiction of Ideological and political education is the movement process of Ideological and political education and social development, ideological and political education and human development. Therefore, the essence of the basic law is to promote the overall progress of society and promote the all-round development of human beings. Law is administrative. The basic law of social development belongs to the basic level of law, and the basic law of Ideological and political education belongs to the second level of law which is lower than the law of social development. At the same time, we should study
and construct the effective path of social development. Realizing the fundamental law of Ideological and political education, the practice of socialism with Chinese characteristics provides a realistic condition for the realization of the basic laws of Ideological and political education (Meeusen, 2015). The construction of ecological civilization with Chinese characteristics lays a system and cultural environment for realizing the fundamental law of Ideological and political education. The construction of socialist information civilization with Chinese characteristics provides a realistic means to realize the fundamental law of Ideological and political work and political education. The construction of socialist spiritual civilization with Chinese characteristics provides spiritual impetus for the realization of the basic law of Ideological and political education (Delgado, 2015).

On the other hand, as an important part of the social environment, the study of Ideological and political education and cultural environment has become an important part of the basic theory of Ideological and political education. The study of the cultural environment in China's theoretical circle began in the late 1980s. In the past thirty years, scholars have discussed the role of the ideological and political education, the cultural environment and the cultural environment in the basic functions of Ideological and political education and the role of the cultural environment. Although the cultural environment of the research perspective is different, they admit that the cultural environment can really carry out people's ideological and political education, rather than how to carry out a deep level of education (Eijck, 2008). It is necessary to further study and discusses the ideological and political education on the basis of the new century. In the era of digital information technology development, the cultural environment of Ideological and political education is more open, complex and dynamic. More and more people are influenced by multi culture, and it is difficult for ideological and political educators to achieve practical results. Especially with the development of the socialist market economy, the ideology of people to be more rigid, to change the past passive acceptance, the dominant position of educators to improve the ideological and political education in the traditional sense will be more and more difficult to achieve good results. Therefore, we hope to explore the role and status of Ideological and political education in the cultural environment and the relationship between the two, so as to make the cultural environment of the ideological and political education function fully realized. In this case, people through ideological education affects the characteristics of the environment, and promote the healthy development of the ideological and moral qualities, formed in line with the thought and value concept of socialist modernization development, it is important to further promote the new era of Ideological and political education thought.

First of all, compare the following environment, cultural environment and similar culture, the concept of civilization, a clear definition of "Ideological and political education and the ideological and cultural environment" is the core of Ideological and political education, that cultural environment is around and the influence of the ideological and political education culture, people's thinking. Secondly, a simple classification of the cultural environment of Ideological and political education is conducted. According to the scope of cultural factors, the nature, effect, scope, and ideological and political education environment of the ideological and political education are systematically analyzed. Thirdly, the function of the cultural environment of Ideological and political education is discussed, such as cohesion, infection control and positioning. Secondly, the theoretical basis and realistic basis of the ideological and political education cultural environment should be paid attention to. Its purpose is to establish the theoretical vision of the ideological and political education cultural environment. Marx's view of cultural environment theory is the theoretical basis of studying the educational and cultural environment of Ideological and political existence, and the guidance of the ideological and political education is the cultural environment. At the same time, to explore the ideological and political education and cultural environment, cannot do without the real basis: economic globalization, knowledge economy provides the material basis for the research of education of Ideological and political and cultural environment; culture laid the foundation for the development of the socialist core values, the human outstanding culture achievements, information technology is the research on the culture environment of Ideological and political education. Thirdly, it is important for the ideological and political education cultural environment operating mechanism (Li, 2014).

3. The analysis model and algorithm

In the network environment, we should guide and help students use multimedia technology and a series of network technology to obtain information resources, and take effective ways to achieve the learning goal of the new education model. The characteristics of Ideological and political education in Colleges and Universities under the network environment are summed up:

3.1. The interaction of Ideological and political education in Colleges and Universities under the network environment

Because of the interactive characteristics of network media and network environment, the ideological and political education in Colleges and Universities under the network environment is a way of communication
between people through the network communication. The traditional way of Ideological and political education is a one-way complication, the network can change the traditional ideological and political education of unitary perception means of education, fully mobilize the enthusiasm of college students to participate in the senses at all levels, the network world and the virtual world of effective combination of defects can break through the traditional media limited information, further to the network the amount of information rich, even extended to the super information. Therefore, the biggest difference between the ideological and political education in the network environment and the traditional ideological and political education is interactivity.

3.2. The ideological and political education in Colleges and Universities under the network environment is latent

Ideological and political education in Colleges and Universities under the network environment can exert a subtle influence on students. In the network environment, educators communicate with students in a tolerant and equal way, which is no longer a mere didactic way, can effectively reduce the students’ resentment, more easily accepted by students. For example, the forum of colleges and universities as an interactive open space, if good use, correct grasp of the forum's public opinion, you can imperceptibly help students solve problems encountered in life, reduce students’ resentment (Stanchevici, 2017).

3.3. The ideological and political education in the network environment is open

Since the new century, due to the continuous development and progress of China’s network technology, the Internet breaks the time and space constraints of information exchange, network users can collect and share information through the Internet, and communicate with each other for the problem. The Internet can be seen as the largest library in the world, where people can quickly search and access information through the internet. With the continuous development of online information sharing, the ideological and political education in the network environment also has more obvious advantages in the richness and openness of information, which can better play the role of Ideological and political education, so that the effect of education is more obvious.

In summary, the integration of network environment under the environment of network ideological and political education, the use of network media can be effective in Ideological and political education development from the plane to three-dimensional, to further enrich the content, which means more flexible, more can adapt to the need of the development of the information society, more suitable for students’ psychological characteristics special. Educators can communicate with students more through this way, guide students correctly, understand the students’ ideological state, and the effect will be far more than the direct indoctrination.

The algorithm can be expressed as following equation (1-2) (Xia, 2015; Yang, 2015):

$$
\gamma(\vec{k}, \omega) = \frac{1}{\rho_0 \omega^2} \left( \frac{e_{03}^0}{\eta_{11}^0} \right)^2 \frac{\beta^2}{k^2 - \beta^2} m_i
$$

$$
g_a(\vec{k}, \omega) = -\frac{1}{\eta_{11}^0} \frac{\beta^2}{k^2} + \frac{1}{\rho_0 \omega^2} \left( \frac{e_{03}^0}{\eta_{11}^0} \right)^2 \frac{\beta^2}{k^2 - \beta^2},
$$

In which,

$$\alpha^2 = \frac{\rho_0 \omega^2}{C_{11}^0}, \quad (2)$$

$$\beta^2 = \frac{\rho_0 \omega^2}{C_{66}^0}, \quad \beta^2 = \frac{\rho_0 \omega^2}{C_{44}^0}, \quad (3)$$

$$C'_{44} = C_{44}^0 + \left( \frac{e_{15}^0}{\eta_{11}^0} \right)^2 \eta_{11}^0$$

Rewrite again Eq. (1) as
In the network environment, the scientific and efficient access to resources for network education and teaching, mainly rely on a high-quality network team. Schools should take different forms and different types of modern educational technology training, through staff training, so that teachers have the basic ability of courseware, Internet resources, Internet communication with students; teachers should constantly learn, renew ideas, create a lively atmosphere in the campus network. Truly sharing resources, easy for all teachers, especially the same class teachers for reference and use, but also convenient for their own classroom teaching. From the educational point of view, the school is just a small cell of society. To get close to the society, we must enter the Internet, log on the corresponding website, and obtain useful resources from the internet. Only by insisting on the use of network education, and constantly developing new courseware, in order to enable students to actively accept education, in the process of education to give full play to the main role of students, to further explore the network education targeted, effectiveness, to build a true, good and beauty digital campus atmosphere.

In the network environment, the scientific and effective implementation of the classroom teaching mode of education should be inside and outside the classroom, two pronged approach. Now many college students in the bedroom most of the time on the Internet, teachers seize this opportunity, reasonable guide students online education, so that in the classroom to play a very good effect. It is our party's fine tradition to attach importance to ideological and political work, and it is also the advantage of ensuring our party's economic work and political work. The basic aim of ideological and political education is to continuously improve people's ideological and moral quality, improve people's ability to understand the world and transform the world, and strive for the construction of socialism with Chinese characteristics and the realization of communism. Guide students to form lofty ideals, form firm belief and scientific world outlook and methodology. Figure 2 shows the influence factors of ideological and political education under network environment.

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4. Countermeasures and suggestion of ideological and political education in universities

Ideological and political education is a certain class and political groups, in order to achieve the ideological and political education objectives and tasks, ideological and political education as the core of Ideological and moral education and psychological education practice. The dissemination of information of the ideological and
political education concept, between education and the ideological and political education is a special form of communication, communication is a social and political groups, the audience is the ruling class, the dissemination of the contents of the ideological and political education is the core of the moral and psychological education as the center, the ideological and political education in the ideological and political education is the main channel of the ideological and political education. But with the development of science and technology in the information age, the ideological and political education of college students has become more open and active in the new era, which broadens the horizon. Only relying on the classroom teaching of College Students' Ideological and political education has been unable to adapt to the current situation. But because of the media as a kind of fashionable and convenient way of information dissemination, popularity, the quasi zero threshold of real-time interactive, diversified quickly and efficiently, independent information dissemination and reception characteristics, rather than cater to the high quality of students and the characteristics of chasing the trend of strong participation, creating a new situation of thought and political education.

From the media as the most advanced, the most fashionable Internet media, the existing quality network platform provides advanced technical basis for ideological and political education, provides a material guarantee for the new position of Ideological and political education work for college students. The effectiveness of a vector is that if the use of vector, the results can meet the needs of Ideological and political education, the dissemination of major information or for the needs of the subject has a positive value, the carrier form is effective and otherwise it is invalid. On the one hand, from the media, because the media information extraction form rich, rich information, basic information can reveal the ideological and political education goal, task, principle and content, more important is to grasp the ideological and political education media, thanks to the media into the civilian barrier. On the other hand, the interaction between media and educational objects can be effectively linked with the interaction between subject and object. Figure 3 shows the way of Ideological and political communication through the internet.

Figure 3. The ways of ideological and political communication through Internet

From the above two basic situation, we can see that this has become an effective carrier of Ideological and political education. Traditional ideological and political education with “duke enlightenment” education classroom as a single form, a single form of education, dull content, a single channel, college students lack of participation and interaction, as well as the requirements of college students personality, the new era of fashion to express their personality, show themselves. Therefore, with the continuous development of science and technology, the single ideological and political education model has been unable to meet the needs of today's education. QQ, MSN, E-mail, SMS point to point communication tools provide a platform for interaction between teachers and students, but the "one to one" mode of communication is still unable to break the communication between teachers and students. As typical social communication software, we use the public platform, micro-blog and other media to give full play to the function of social service network, and promote social interaction and interaction. Through the establishment of "concern" "fans", from the media relationship network is an important step, through the "comments", "further forward" information interactive function, by the media attention in the process of information communication in "function, students can through the" review "," forward "," interaction points the teacher and the teacher's understanding, "will be extended from the classroom to life.

Teachers can use the "attention" function, understanding students' personality, dynamic, focus, attitudes and opinions on current affairs attitude, which helps teachers to prepare teaching content, classroom resonance,
increase the student's appeal, in addition, through interactive media can narrow the distance between teachers and students, help students establish a correct world outlook, outlook on life and a large collection of values, theory focuses on the cognitive level, a series of long-term, comprehensive, macro social activity reports, this means the external media coverage is a choice rather than a mirror. The most prominent feature of the media is the independent agenda, that is, from the media age, everyone can become the recipient of information and information recipients. When you want to establish contact with the media, “attention” is a key step to add some information to the “attention” to the publisher by the search, namely the establishment of a communication link, all information will be released, the first concern is that if the information receiver can resonate, comments or forwarded comments on this in the process, a spontaneous agenda established between the two, different from other media, micro-blogs more open, according to the hot topic of current frequency statistics. Micro-blog page set: micro-blog hot, hot topics, these topics are not the media agenda setting, but a public topic for itself, a cognitive event, the thinking of more, more talk, more likely to become the front page, so in the process of the spread of micro-blog, is a public agenda.

First of all, it enriches the content of Ideological and political education from four aspects of Strengthening College Students' patriotism education, ideal and belief education, mental health education, and socialist core value education. Secondly, put forward the improvement of the ideological and political education, from instrumental rationality to the transformation of rational communication, change from traditional methods to modern methods, the transformation of the development from the single subject to change the development of transform the multidimensional discipline from education to cultural identity, provides a new way for the ideological and political education. Third, strengthen the construction of Ideological and political education teachers ability, application requirements, teachers of Ideological and political education of government cadres, teachers and other professional counselors, teachers work together to promote the ideological and political education, and constantly improve the service capability and service level, play a synergistic effect in order to cultivate more high-quality talents training localization; more importantly, we must constantly improve the leadership the management mechanism of the ideological and political education, cooperative education mechanism, incentive and restraint mechanism. Finally, the soft environment of Ideological and political education, to create a good educational environment of Ideological and political education should start from the construction of the environment of good style of study and practice of constructing educational environment, create innovative environment of network education, optimizing students' community environment, construction of "production study research environment five aspects".

5. Conclusion

This paper researches on the difficulties and countermeasures of network ideological and political education in colleges and universities. If the ideological and political education uses obscure language, profound vocabulary and very common content, then the elaboration of the ideological and political education theory will not only promote ideological and political education, but also make students have a certain aversion to ideological and political education. But it cannot reflect the new characteristics of Ideological and political education. This kind of Ideological and political education also lost its original educational purpose. Empty, obscure, difficult, divorced from the actual ideological and political education phenomenon is the most complete taboo point. Ideological and political education with the times, update and improve their own theoretical characteristics, ideological and political education as an important feature of development and progress, ideological and political education theory has been widely popularized and popularized. The experiment result shows the proposed method can improve the overall performance in ideological and political education in Colleges and Universities substantially.

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