Research on "Internet+" Ideological and Political Education in Universities in the Post-Epidemic Era

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Abstract: *The status and function of "Internet+" ideological and political education in colleges and universities in the post-epidemic era are becoming more and more prominent. It is necessary to give full play to the nurturing advantages and functions of "Internet+" ideological and political education, and effectively promote "Internet+ "The growth point and innovation point of ideological and political education work. By controlling the discourse of "Internet+" ideological and political education in the post-epidemic era, giving full play to the education of university student volunteers as role models, improving the construction of the management system of "Internet+" ideological and political education, strengthening the psychological guidance of university students in major epidemics,and the Internet can be used to strengthen daily ideological and political education and to build an ideological and political education team by strengthening the original mission, which can effectively enhance the level of "Internet+" ideological and political education work.*

Keywords: Post-Epidemic Era, "Internet+", Edeological and Political Education

1. Introduction

The risk of major epidemics has accompanied human society throughout its history, with many major epidemics gradually being identified and controlled, while at the same time causing great pain and damage and causing irreparable losses. The novel coronavirus pneumonia (NCP) epidemic we are experiencing has not only slowed down socio-economic and cultural development, but has also caused physical and psychological harm to the general public. As university students are at a critical stage in their physical and mental development, it is an important issue to identify and respond to major epidemic crises, and it is particularly important to strengthen their ideological and political education.

The main points of education informatization and network security work clearly propose to actively carry out "Internet + education" and promote the integration and upgrading of education informatization development. In the context of a major epidemic, the implementation of "Internet+" ideological and political education can break through the limitations of time and space, realize the seamless connection and upgrade of ideological and political education of college students, realize the whole process of education and all-round education, and create a new situation of ideological and political education work. Yang Weirong believes that "Internet + ideological and political education" can promote the renewal of ideological and political education mode, and that Internet thinking can also bring personalized concepts to ideological and political education in colleges and universities, so that ideological and political education in colleges and universities can firmly grasp the new characteristics of college youth in the new era[1]. Guo Yanyi believes that "Internet+" emphasises the use of the Internet as an infrastructure and a tool to facilitate the transformation and development of the industry, and the introduction of "Internet+" in the ideological and political education of college students is the demand of the times for education[2]. Luo Yuting and others proposed using Tik Tok to do a good job in the ideological and political education of college students, so that Tik Tok can be expanded into a new position of ideological and political education for college students[3]. Wang Xuejian pointed out that through the joint efforts of network platforms and the establishment of a big data education research centre to build a systematic ideological and political education data platform, the supply of education services can be personalised, detailed and precise, and the mismatch between supply and demand can be changed [4].

2. Challenges of "Internet+" ideological and political education in universities in the

post-epidemic era

The Internet provides a wide space and a free channel for college students to explore the outside world, but it also provides a hotbed for Internet pollution, which will damage the physical and mental health of college students if allowed to proliferate, and bring serious challenges to the ideological and political education work of "Internet+" in colleges and universities in the post-epidemic era.

Contemporary university students have active thinking, easily accept new things and speak up; they lack dialectical thinking, are not politically aware, have one-sided understanding and are easily biased; they are more self-aware, good at independent thinking and dare to pursue equality; they lack transposition thinking, have poor self-restraint, have low psychological tolerance and are seriously emotional. "Internet+" ideological and political education workers are not in place, do not know how to grasp, will not grasp, not good grasp, can not grasp, the effect is greatly reduced; single method, one-way indoctrination, retreat not practical, isolated "Internet+" new technology and new methods, formalism The new technologies and methods of "Internet+" are isolated and formalism is prevalent. In addition, the lack of competent quality of "Internet+" ideological and political education workers, insufficient purification of the educational environment and poor operation of public opinion discourse have all brought obstacles to the level of "Internet+" ideological and political education work in universities in the post-epidemic era.

3. The strategy of "Internet+" ideological and political education in universities in the post-epidemic era

3.1. Firmly control the right of discourse of "Internet+" ideological and political education in the post-epidemic era

The "Internet+" ideological and political education of colleges and universities in the post-epidemic era should firmly grasp the "four consciousnesses", firmly grasp the "four self-confidences" and firmly achieve the "two safeguards", effectively enhance the political consciousness, ideological consciousness and action consciousness, and maintain a high degree of consistency with the Party Central Committee. We insist on making moral education the central link, taking students as the centre, improving the "three-wide education" working pattern of the whole staff, all-round and the whole process, and building the content system covering the "ten major education" work.

To enhance the discourse of ideological and political education in colleges and universities with the help of Internet is to get rid of the discourse dilemma of ideological and political education of college students under the background of "Internet+". The virtual and hidden nature of the Internet has increased the difficulty of ideological and political education work. On the one hand, we should start from the explicit design of "Internet+" ideological and political education, strengthen the construction of Internet platform, give full play to the leading role of ideological educators and the main role of college students, and realize equal communication and interaction between teachers and students anytime and anywhere through blogs, QQ, WeChat, forums, public numbers, online tutorials and other online platforms. Interaction. Set up thematic areas in the main public opinion channels of the school, including news updates, work progress, notices and announcements, experience exchange, theme education, video learning, theoretical learning, policy documents, online Q&A, etc., to grasp the correct direction of public opinion on the epidemic. Make good use of the official Internet platform to spread positive energy and deliver authoritative voices correctly and unmistakably. Make full use of the Internet's functions of collecting, relaying, commenting, and mutual fan, and follow the micro-platforms of the Ministry of Education, the Department of Education, schools and local government departments to learn about the epidemic in a timely manner and broaden the avenues for spreading positive energy.On the other hand, the implicit education from the "Internet +" ideological and political education. In the post-epidemic era, public opinion voices are mixed, university students' perceptions are biased, and too many noisy arguments can evolve from a small society of public opinion into a large one, and some minor matters can become windy, such as the examples of Banlangen, Huo Xiang Zheng Shui, masks and the Red Cross, triggering more disorder and confusion, which are actually rooted in people's ignorance, anxiety and powerlessness about the truth. Under the guidance of ideological educators, an open and honest discussion platform can be established to create a positive, open and healthy atmosphere to meet students' demands for truth and belief. Grasp the correct direction of public opinion, quickly understand the dynamics of college students' thoughts, so that everyone can speak the truth and tell the truth, and give timely and correct guidance to negative

public opinion so that it develops in the direction of benign public opinion. At the same time, the Internet platform is used to extend the peak period of correct public opinion and ensure the positive effect of the clear stream of ideological and political education work. To allow criticism and questioning, indignation is vented, positive suggestions are effective, positive energy is spread, and the spirit of young university students is shown. Through the interactive guidance of the ideological dynamics and demands of university students in major epidemics, university students are subliminally influenced by the correct public opinion on the epidemic.

In response to the major epidemic event of novel coronavirus pneumonia, universities can carry out public opinion guidance practices at three levels: school, secondary unit and class level. At the school level, a feature was set up on the homepage of the school's official website, and the outbreak work was publicised and reported in the school news, notices and work updates sections. The introduction of the epidemic and protective measures by the authorities were promptly pushed on the school's WeChat public website, the public website of the school staff, the school forum and the school WeChat group. At the level of secondary units, each secondary college and department will communicate in a timely manner on the homepage of the official website of their respective areas of responsibility, secondary units' WeChat group and public number, etc., about the epidemic work at the university level and above, and arrange and report on the epidemic prevention and control work in their areas of responsibility. At the class level, class teachers, counsellors and leaders in charge of student work communicate in a timely manner the developments of the epidemic work above the department of the second-level unit and grasp the epidemic prevention and control work in the class. Timely dissemination of knowledge and work updates on the prevention and control of the epidemic to students through official channels such as Learning Strong and local government, as well as authoritative channels such as the Ministry of Education and the Department of Education. Through multi-level and multi-channel timely transmission of scientific knowledge of the epidemic, students are guided to establish the correct concept of public opinion and value orientation.

3.2. Play the role of student volunteers as role models and educators in major epidemics

During major epidemics it is very necessary to mobilise the power of university student volunteers and associations to protect themselves while actively participating in the struggle against the epidemic for all the people. University students receive knowledge and information quickly and understand more deeply, and also have basic internet knowledge office skills, so they can play a role in the propagation of epidemic knowledge and the recording and archiving of epidemic work. Especially in remote areas, where nine out of ten people are scientifically illiterate, university students participating in voluntary work against the epidemic is a banner that can serve as a good role model for education.

The voluntary actions of university students can be disseminated through internet platforms and software (such as micro-video, micro-blog, WeChat, QQ, etc.), and the ideas and actions of university students can be publicised through voice, rap, song and narration, etc. The education by peer example is more likely to be recognised and accepted by peers, and has a stronger appeal and cohesive power. By virtue of forwarding, liking and commenting among university students, this spreads from one to another, allowing more university students to take the initiative to pay attention and learn, and to feel the charm of voluntary action. Through the organic combination of the point and line of the university students' voluntary anti-epidemic action, a good image of university students who dare to take up the role is established, realising positive guidance and regulation of university students' behaviour from the positive side, playing a good role of demonstration and leading, while releasing the psychological energy of university students and realising invisible psychological guidance and self-education in voluntary activities, such education is more grounded and fashionable.

In order to cooperate with the prevention and control of the novel coronavirus pneumonia epidemic, university student volunteers actively participated in the prevention and control of the epidemic in their locations while protecting themselves. They were engaged in distributing leaflets, explaining knowledge, recording work files, controlling intersections, pairing up to help and studying and tutoring, providing strong support for the prevention and control of the epidemic in the locality. Some volunteers effectively integrated their professional knowledge in the epidemic work through music composition, micro-video shooting and painting, which played a good driving role among students and encouraged more university volunteers to participate in the anti-epidemic work.

3.3. Improve the management system construction of "Internet+" ideological and political education

Strengthen the guidance of college students' Internet behavior and ideology during major epidemics. Invest in improving the Internet platform and technology so that the Internet supervisory staff can monitor and guide the behavior and ideology of college students on the Internet in a timely manner and strictly manage the ideological and political education of "Internet+" college students. Establish an early warning mechanism for Internet epidemic information. Through the investigation and analysis of public opinion on the Internet, we can control public opinion on the Internet in a timely manner, so as to minimise the corruption of harmful information on university students. Construct a strict and standardized Internet supervision mechanism. Regularly or irregularly carry out screening and investigation of Internet epidemic public opinion information, so as to grasp the behaviour and speech of university students on the Internet in a timely manner and correct and guide their deviant public opinion behaviour. Establish a mechanism for monitoring epidemic information on the Internet. Strictly monitor the inflow of epidemic information, control the spread of negative information on the Internet from the source, and build a "firewall" against information pollution.

Strengthen the development and use of new technologies and platforms. Make comprehensive use of Internet platforms based on digital technology, Internet technology, communication technology and other new media technologies, and introduce virtual technologies such as VR and AR to recreate scenes of the epidemic that university students cannot personally feel for students to experience and feel. Through the organic integration of new technologies, the ideological and political education carrier and educational synergy of Internet + circular teaching is formed. In addition, strengthen the linkage of departments to provide support and guarantee for education. Colleges and universities actively link the strengths of schools, society, families and individuals, and seek the integration and support of superior resources and technologies at the social level to inject vitality into "Internet+" ideological and political education.

Universities have set up public opinion monitoring teams to keep track of Internet platforms such as school homepages, forums, mailboxes, WeChat and QQ groups, so as to identify public opinion on the epidemic and guide it in a timely manner. At the same time, the school and college classes are linked and interoperable to jointly research and guide the public opinion situation of students, and interact and contact with families to monitor the ideological dynamics of university students at home in a timely manner.

3.4. Strengthening psychological counselling for university students during major epidemics

College students in major epidemics are prone to epidemic cognitive confusion, compulsive behaviours, physical discomfort, interpersonal conflicts, study pressure and negative emotions such as anxiety, tension and fear, which can cause derivative harm or multiple injuries in the event of an epidemic if timely psychological guidance is not provided. Therefore, the use of the Internet to carry out ideological and political education should be organically integrated with psychological health education. Firstly, students should be guided to acquire basic psychological adjustment skills. Accept the facts of the epidemic event rationally, be able to carry out self-psychological recovery from the epidemic, and achieve a regular routine and maintain boundaries with the sources of the epidemic. Secondly, to treat information about the epidemic neutrally, not to listen to rumours, to be able to receive information from formal channels and to analyse the epidemic events dialectically. Again, maintain good human interaction and create a sense of comfort. Divert negative emotions through activities such as deep breathing, moderate exercise, listening to music, drawing and studying, and maintain basic interactions with your interpersonal circle to encourage and support each other and divert attention from the epidemic. Finally, learn to help others by making the most of the resources available to you to help you solve your problems, reduce your anxiety about the outbreak itself, gain more positive and mature coping skills for the outbreak, and provide psychological support to others.

With regard to mental health education in the event of an epidemic, universities can establish special mental health counselling channels, which can be carried out through online help on the Internet and telephone help. For university students who are seriously affected by the epidemic, professional psychological intervention and counselling services are given. Through the combination of ideological and political education and mental health education in colleges and universities, the mental health level of university students in the post-epidemic era can be improved in order to better cope with the crisis. Baoshan University offers online counselling, telephone counselling and remote counselling through its psychological counselling platform "Sunshine Hut" to provide psychological help to university students

in the epidemic.

3.5. Strengthening daily ideological and political education through the Internet

As major epidemics are unpredictable and experience long and destructive cycles, ideological and political education for university students can be strengthened in advance to give them basic knowledge of possible epidemic prevention, life safety and rule of law and order, including education on knowledge of epidemic protection, patriotism, life safety, social responsibility, rules and legal system and love and gratitude. Students will learn to take basic personal protective measures in an epidemic situation and be able to help others. Know the law and know how to protect it, adhere to the correct direction of public opinion on the epidemic, do not spread rumours, dare to use scientific knowledge to set the record straight and provide information to help those around them. Respect life, recognise the fragility of life and cherish its value. To sublimate personal feelings of patriotism, social responsibility and education of gratitude from the epidemic crisis, to experience that the strength of the motherland requires the whole society to work together and fight in unity, to stimulate personal awareness of responsibility, to dare to take responsibility, to cultivate the spirit of selflessness and dedication, to feel proud of those who are fighting on the front line of the epidemic and to thank them from the bottom of our hearts for their great efforts.

Relying on the Internet to carry out the ideological and political education of college students, we should strengthen the construction of the campus cultural environment. Adhere to the correct guidance of moral opinion, focus on strengthening the campus culture construction of the school's conceptual culture, institutional culture, behavioral culture and material culture while organically integrating the construction of Internet culture, effectively occupying the main front of Internet culture and creating a positive and healthy cultural environment for the ideological and political education of college students. In the second classroom, it can give full play to the active role of microblogs, weichat, micro movies, micro public welfare, micro videos and other forms of Internet culture communication, organize and carry out a variety of Internet-themed educational activities to attract students to actively participate in the construction of campus Internet culture, regulate the behaviour of college students and enrich their spiritual and cultural life on the Internet. Baoshan University has been adhering to weekly themed classroom education in its classes, allowing students to expand their extracurricular knowledge and master basic skills through different themes, forming a unique campus culture. In the second classroom activities, students are organised to participate in thematic content competitions with microblog design, microfilm, microvideo and microclasses as the platform, so that campus culture building, ideological and political education and Internet technology are organically integrated together.

4. Conclusion

In addition, the "Internet+" ideological and political education in universities in the post-epidemic era also needs to strengthen the initial mission of leading cadres, build a team with firm ideological and beliefs, excellent political quality and competent in ideological and political education work, and play the role of a good guide for the growth and success of university students. From the school's point of view, we should strengthen the construction of ideological and political education teams such as ideological and political teachers, counselors and class teachers, and strengthen the construction of a team of "double-leader" teachers and party branch secretaries in universities, so as to give full play to the pioneering and exemplary role of the majority of teachers and student party members and cadres through the construction of a high-level talent team, and to achieve high-quality party construction. Through the construction of high level talents and giving full play to the pioneering role and exemplary role of the party members and cadres, the party construction work of high quality will lead to the ideological and political education work of high quality, and enhance the level of ideological and political education work in the post-epidemic era.

Acknowledgements

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