

# **Analysis of the Countermeasures for the Education in Ideology and Politics of College Counselors from the Perspective of "Internet +"**

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**Keywords:** Internet +; College Counselors; Education in Ideology and Politics; Work Strategies; Ideological Education for College Students

**Abstract:** In the era of "Internet+", the thinking of college students has been greatly affected. College counselors are also facing new challenges when conducting education in ideology and politics. In the era of "Internet +", colleges and universities have effectively combined Internet technology with education management, and a number of new education management methods under the background of the Internet have gradually emerged. These emerging educational methods are more based on the ideological characteristics of students to strengthen students' education in ideology and politics, by relying on the Internet platform. And the counselor is the main implementer of these educational methods. In this regard, the author first analyzes the ideological characteristics of modern college students, then analyzes the characteristics of the "Internet +" environment, and finally analyzes the countermeasures of the education in ideology and politics of college counselors from the perspective of "Internet +".

## **Introduction**

Netizens account for a high proportion of the entire college students. College students themselves are quick to accept new things. In addition, the Internet is more mature, and the growth of college students is accompanied by the maturity of the Internet. Therefore, contemporary college students are greatly affected by the Internet. It is true that the Internet is also a double-edged sword. The education in ideology and politics of colleges and universities is carried out based on good inducements and teaching students in accordance with their aptitude. The Internet plays a promoting role in all walks of life. Therefore, the education in ideology and politics of colleges and universities needs to guide students to use the Internet more correctly and use "Internet +" effectively to realize that humans control the Internet, rather than the Internet. It is also the focus and difficulty of the current education in ideology and politics of college counselors.

## **1. The Ideological Characteristics of Modern College Students**

Students born in 2000 have entered the university campus and started a new life. The living environment and social background of students after the millennium are obviously different from those born in the 80s and 90s. The environment in which these students were born is relatively rapid in economic development, and large social changes. The Internet has been constantly updated and developed throughout the growth stage, and people's concepts of facing the Internet have been constantly updated and enlightened. Students born after 2000 have relatively more lively thinking. They are unconstrained and open-minded, and are receptive to fresh food; show a strong interest in innovation and exploration. They like to do what they like, and have a relatively more independent personality. But a small number of students after the millennium are also affected by the Internet. The Internet itself is a double-edged sword. A small number of students rely too much on the Internet and lead a good university life in a haunting way. They are immersed in mobile games, online games, online novels, online TV dramas and other situations, which will make students' thoughts gradually deviate from the right track, and also have a certain impact on their growth and future development. At this time, college counselors engages in education in ideology and politics have a strong responsibility and obligation to help guide students to realize the charm of university

campus life, encourage students to correctly understand the Internet, use the Internet correctly, and help students establish the ideological and political concepts in line with the development of students.

## **2. Analysis of the Environmental Characteristics of "Internet +"**

The biggest feature of the Internet is that it is rich in resources. Among the vast resources, there are a large number of cultural resources at all times and in all over the world, as well as the current hot spots of current affairs and various subject knowledge of different depths. Compared with the educational resources such as libraries and classrooms, the Internet can make full use of fragmented time to learn and consult anytime, anywhere, with a large capacity, a wide range of resources and strong search ability. These advantages and characteristics make the Internet more popular among young people, and make modern educational means and activities more open. The resources database of modern education is also more abundant. Teachers and students can solve many problems by using "Internet +", open up the visual field of students and teachers, and provide more open resources for the whole learning activities.

## **3. Analysis of the Countermeasures for the Education in Ideology and Politics of College Counselors from the Perspective of "Internet +"**

### **3.1 To Enhance Their Ideological and Political Awareness by Combining with the Internet**

College counselors shoulder the education in ideology and politics of the whole school, which plays an important role in the positive state and healthy growth of students. The ideological and political quality of counselors should be excellent to influence students and lead them to establish more correct ideological and political concepts. In the Internet age, any material can be networked. The counselors of education in ideology and politics should have a firm ideological and political stand, be able to distinguish between the right and the wrong, and make the national policies and guidelines externalized in practice and internal dissolved in blood. Only in this way can they retain the final authenticity in the complex information age. In addition, counselors should also start from the overall situation, think about, observe and solve the various phenomena shown by students. All of these require counselors to have excellent political literacy, so as to help students screen more correct information, encourage students to accept the information, and give students more positive attitude and concept.

### **3.2 To Reserve and Update Knowledge**

In the Internet age, the speed of knowledge updating is fast and the coverage is comprehensive. Therefore, counselors must be prepared for lifelong learning, constantly learn new things and absorb new things at work. Only in this way can they keep pace with the times and understand what the "stem" of students means. Counselors' lifelong learning thought includes the learning and updating of working methods. WeChat, Microblog and QQ are all positions for education in ideology and politics. The lifelong learning thought of counselors also includes the expansion of knowledge, learning more things through Internet plus mode, so that we can better communicate with students, cultivate the same topics, enhance the friendship between teachers and students, and lay the foundation for better launching of the education.

### **3.3 To Institutionalize and Regularize Public Opinion by Contacting the Class Cadres**

Counselors in colleges and universities should have the ability to guide and control public opinion when facing many students, and be able to actively discover problems when bad online public opinion occurs, control them in a small area, and kill them in the cradle. The personal educational power of the counselor is relatively limited. When facing the ideological education work of each class, it is necessary to actively contact the class members and encourage them to play their personal leading role. When instructors train class members, they should first do a good job of educating public opinion on the Internet. First, class members must not spread false news or spread

false information. In addition, it is also necessary to teach class members to actively care about their classmates, and to actively understand when discovering false information circulating among classmates, and report it to the teacher for handling if necessary. Such a management model can better control the online public opinion. When the instructor leads the class committee to manage the class, he can also start with WeChat, Microblog, class group, etc., to encourage class cadres to actively manage these online platforms and enable the class committees to perform their duties.

### **3.4 To Respect Students and Value Their Opinions and Suggestions**

The ultimate education target of counselors is students, so in the final analysis, counselors should give more respect to students and teach students in accordance with their aptitude. Education is not a single word, especially in the education of college students by counselors. In the face of ideological education in each class, the need to actively contact the class committee, encourage the class committee to play a good role in personal leadership. Education is not a one word talk, especially for the education of college students by counselors. Teachers' unique right to speak is not feasible. Counselors should respect students' opinions, take appropriate suggestions from students, and encourage students to express their voice more easily and naturally through various ways. Only in this way can we build a bridge of communication between counselors and students. Counselors should always listen carefully to the opinions and ideas of students inside and outside the classroom, in the network or in reality. Among them, positive encouragement, positive adoption, positive guidance for those with negative emotions, and affirmation and respect for those with their own unique color. Such education can be more smooth, counselors can also better carry out the ideological and political education work.

## **4. Conclusion**

Under the vision of 'Internet +', college counselors are facing many opportunities and challenges in carrying out education in ideology and politics. How to correctly face these opportunities and meet these challenges is important. In the context of the rapid development of the Internet, in addition to ensuring the smooth completion of their own work, counselors need to take root among students based on the power of the Internet, and create new educational methods to guide students to better improve their ideological and political literacy, and establish a good image and concept of college students.

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