

Research on the Application of Micro-blog in Ideological and Political Education in Colleges and Universities

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Abstract: With the development of information technology, Internet + era have arrived. In order to meet the requirement of times development, improve the students' learning enthusiasm and initiative, the ideological and political theory course must break the traditional teaching mode, combined with information technology, innovation teaching methods, use of new media and a variety of interactive software to speed up the information process, so as to keep pace with The Times. This paper tries to explore the way to deepen the reform of ideological and political education in colleges and universities through the application of microblog in ideological and political education.

Introduction

The development of information technology and network technology has provided a more convenient and efficient way for people's daily life and work. Weibo is widely used as a new broadcast social media by people, especially young college students, because of its timeliness, rapidity and convenience. The ideological and political education in colleges and universities is aimed at the young college students, so we have to understand the students, close to the students. In the ideological and political education in colleges and universities, the application of micro-blog is helpful to pay attention to their ideological trends, various demands and make timely responses, so as to solve their problems and improve the effectiveness of ideological and political education in colleges and universities.

1. Overview of Ideological and Political Courses in Colleges and Universities

As the institution of higher education in China, the main function of colleges and universities is scientific research, training talents for the country and serving the society. With the continuous development and progress of China's society, the society has increasingly high requirements for all kinds of talents, who need to have solid professional knowledge; in the work position to be able to love their jobs, due diligence, and requires a noble personal character, respect social ethics, with the spirit of dedication. The purpose of higher education in our country is to train builders and successors for the socialist cause. Ideological and political education in colleges and universities is the main channel of moral education in colleges and universities. It plays an important role in the process of training people.

Ideological and political theory course is a compulsory course for college students stipulated by the state, the aim of its teaching work is to improve the ideological state and moral quality of Chinese college students. Compared with other subjects, the course of ideological and political theory has the characteristics of theory and abstractness, its teaching materials sometimes cannot keep up with the development of The Times has a certain lag, cannot timely keep up with the changes of The Times, face The Times, respond to The Times, explain The Times. Therefore, microblog is introduced into the ideological and political education in colleges and universities to answer the focus of students' concerns, organize students' discussions, apply the theoretical knowledge to real life, to achieve the target; and it can strengthen students' understanding of book

knowledge and deepen their application of theoretical knowledge, so as to strengthen the effectiveness of ideological and political education in colleges and universities.

2. Problems in the Current Ideological and Political Courses in Colleges and Universities

2.1 Lack of Consciousness

With the gradual improvement of the requirements of the public on the teaching quality of colleges and universities in China and the increasingly fierce competition among colleges and universities, the external environment faced by colleges and universities is relatively complex. In order to ensure their long-term and stable development, most universities pay more attention to the learning effect and employment rate of students' professional courses; on the contrary, it ignores the importance of ideological and political education, which leads to the low status of ideological and political teaching and the limitations of educational work. Therefore, the research and innovation of moral education work is slow, and the development of teaching work is often a mere formality, which is not conducive to the development of moral education. China's modern college students grow up in the era of rapid social development, the family conditions are relatively superior and the material foundation is more solid; so strong sense of self and weak sense of responsibility are common problems. Without timely guidance and improvement, it is bound to cause students' lack of independent ability and inability to work when they enter the society in the future; some students will even go astray. In addition, against the background of the increasing popularization and popularization of computer technology and network technology, foreign culture is constantly having an impact and collision with our native culture. During this period, due to the low discrimination ability and cognitive ability of college students, once affected, it is bound to hinder its healthy development.

2.2 Backward Teaching Methods

Influenced by the traditional education system, most of the educational work in China is mainly in the form of teacher dictation and blackboard writing. In the classroom, teachers have absolute authority and subject status. Although they can guarantee the stability of the classroom order, students passively receive cramming education, which not only leads to low learning efficiency, but also affects their thinking ability. The pertinence and effectiveness of teaching methods have a direct impact on students' learning interest and quality. At present, students' use of various social media is relatively common and they are willing to show their individuality, which is difficult to meet in traditional teaching. Secondly, as the theoretical content of ideological and political courses is complicated, the development of teaching work is also relatively lack of interest; once the teaching method is backward, it will directly affect the students' interest in the course and cause the disconnection between the learning content and students' life; and students' cognition of ideological and political subjects is deviated, so they can't improve their learning enthusiasm..

2.3 The Construction of Teacher Team needs to be improved

As the main force in the development of ideological and political courses, teachers' comprehensive quality directly affects students' learning interest and effect. However, in terms of the current practical situation, the ideological and political teacher team construction in most universities still needs to be improved due to the low importance of ideological and political courses from all walks of life. At present, the existing problems of ideological and political teachers in Chinese universities include the imbalance of age structure and the uneven quality of teachers' comprehensive qualities. First of all, the older teachers' pay more attention to the ideological and political courses, have rich teaching experience, and can combine historical allusions with the development of modern society to teach students. However, compared with young teachers, old teachers have a slower ability to accept new things and are not familiar with the operation of modern equipment. Therefore, they cannot integrate the Internet + method into teaching, which leads to some students' lack of interest in theoretical learning. And although the young teachers

have a good sense of innovation and ability, but in the teaching experience and student management is a little immature, it is difficult to effectively restrain the students and the class. From the perspective of teachers' comprehensive quality, the ideological and political course teachers in some colleges and universities do not have relevant professional abilities, and they are even part-time teachers of other subjects, leading to the lack of standardization in teaching. Some faculty members are busy with their professional titles and salary; they lack time and energy in the analysis and research of courses.

3. The Necessity of Microblog Application in Ideological and Political Education in Colleges and Universities

In the information age, weibo, as a media network platform favored by young people, provides a more efficient and efficient way for people to communicate and communicate. For the educational cause, if the original essence of the curriculum can be maintained, combined with the advantages of microblog teaching innovation, it will help to enrich the education path, improve the teaching atmosphere, and improve the enthusiasm and initiative of students in learning. The application value of microblog to ideological and political education in colleges and universities roughly includes the following aspects.

3.1 Practicality

Most college students in China are born after 2000, and they are the aborigines in the Internet era. They have a natural liking for microblog, a modern communication medium, and like to use the network platform to show themselves and carry out interpersonal communication. Therefore, ideological and political education through microblog is undoubtedly in line with the characteristics and living habits of modern college students. The microblog platform has the characteristics of convenience and openness, in microblog, people can not only consult the information published by others as an audience, but also express their own opinions as a publisher; therefore, colleges and universities use microblog to carry out ideological and political education more efficiently and quickly. Teachers can extract the key content of the course and publish it on weibo. Students can use their fragmented time to browse in daily life, which can improve their learning efficiency and make good use of their time. In the next place, weibo not only supports the release of simple content such as words and symbols, but also supports various forms such as video and audio. Teachers can make the content of ideological and political education more colorful and diversified by making courseware on weibo.

3.2 Timeliness

The microblog platform mainly relies on network technology, compared with traditional media; the published content spreads faster and is more timely. College teachers can not only update the course contents in real time through microblog, but also forward social hot events to students, so as to broaden students' horizons and improve their ability to analyze and solve problems. Our country is a big country with a large population; the pressure of entering a higher school is great, the pressure of our students' study and psychological pressure are generally great. In their daily life and study, they not only have to learn school courses and do a lot of homework in school, but also have to learn extracurricular knowledge and take part in various after-school tutoring classes in their spare time, which leads to the lack of free time for students. After entering the university, although the study is relatively less intense than that in the middle school, they are faced with the pressure of employment and school entrance. Most college students also have to continue to study by themselves, get a certificate and participate in various activities, so as to successfully get a job or enter a higher level university after finishing their studies. Therefore, the time arrangement of college students is relatively tight and fragmented, which makes it difficult to arrange a large amount of concentrated time to study. However, the effective use of microblog can help students to read and understand in their spare time, make good use of their fragmented time, and enhance the utilization rate of their spare time.

3.3 Interactivity

In traditional classroom education, students are in a passive position and can only review the contents taught by teachers by memorizing and taking notes. Once there are questions in learning, sometimes it is difficult to solve them in time due to the limited time in class, which will inevitably affect students' learning over time. Therefore, the application of micro-blog in moral education can effectively strengthen the relationship between teachers and students by virtue of the advantage of network technology without time and space restrictions. In addition, in students' daily life and study, once there is any doubt, teachers can immediately ask questions and get timely solutions. In this way, it can not only solve problems for students in a timely manner, but also enable teachers to understand the students' thinking dynamics in the first time and give timely feedback, so as to make clear guidance. Teachers can also adjust their own teaching schedule and methods at any time according to the actual situation. In addition, relying on the network virtual space, the microblog platform can also help to change the stereotype of teachers' authority, build an equal communication relationship between students and teachers, and form a good relationship between teachers and friends in the process of in-depth discussion.

4. The Application of Microblog in Ideological and Political Education in Colleges and Universities

4.1 Change the Concept of Education and Teaching

Thoughts determine actions and habits. In order to make microblog better serve education and teaching, faculty members should change their ideas in time and pay more attention to the application of microblog. Teachers should put moral education work in the first place, uphold the people-oriented work concept, continue to self-management, self-improvement and self-improvement, and actively explore the positive role of modern educational technology in moral education. Ideological and political teachers should not only have excellent professional knowledge and professionalism, but also keep up with The Times, be willing to explore, have the courage to innovate, have the courage to try, and timely grasp the advantages of information education; and pay attention not to limit ideological education to the existing weibo functions, to explore its potential functions, including establishing a communication platform with students' parents through weibo, and continuously transferring positive social energy through weibo, so as to explore various ways to form a comprehensive environment for educating people. The deep integration of ideological and political education in colleges and universities can not only expand the new channels of moral education in colleges and universities, but also manifest the advanced educational concepts of colleges and universities, expand the social influence, and make ideological and political education in colleges and universities into the ears, brain and heart.

4.2 Build a Professional and Official Microblog Platform

Ideological and political educators in colleges and universities should speed up the construction of official weibo platform and build professional teams to maintain the daily operation of the platform when they use weibo for moral education. Colleges and universities can carry out a variety of online activities through the official microblog to cultivate students' core socialist values and spread socialist ideology. The official microblog has the characteristics of wide spread and strong reliability. Colleges and universities can make use of the authority of official micro blogs to carry out microblog topics on public affairs that have a great influence on the campus, involve a wide range of areas and are closely related to students' study and life; and the teachers and students can pool their ideas, speak freely, care about the collective, care about the school, to create a harmonious, relaxed, democratic campus culture. At the same time, through the official weibo topics, students have the courage to ask questions, dare to question, think hard, and be good at solving problems; so as to open up various channels in and out of moral education classes, online and offline, life and learning, and network reality. It not only pays attention to the students' behavior, but also pays attention to their psychological condition, and forms the interactive platform for the

school to the students and the educator to the educated. Colleges and universities can also criticize the wrong social trend of thought, clarify rumors, guide public opinion, and publicize advanced figures and deeds to spread positive energy through the supervision of the official microblog platform.

For students, microblog is not only a platform for social activities, ideological exchange and learning communication, but also a stage for them to show themselves and express themselves. Students can combine their own interests, hobbies and study habits to use weibo, improve their weibo use literacy, strengthen self-discipline, establish good habits of self-learning and self-management, and expand their life circle, social circle, for the future development of life and career.

Conclusion

Using microblog to conduct moral education is an innovation to advance with The Times in ideological and political education in colleges and universities. Ideological and political educators in colleges and universities can improve students' learning interest, increase their attention and enhance the effectiveness of ideological and political education by integrating microblog with moral education. Therefore, it is of great significance to make good use of microblog for ideological and political education in colleges and universities in the new era.

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