Research on Ideological and Political Education of Higher Vocational College Students' Network Groups in the New Era

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Abstract: With the rapid development of modern information technology, Internet technology has become a major driver of social and economic development. It also has a great influence on higher vocational school education, especially the ideological and political education of young students. The network has brought new changes to the students' cognition, thoughts and conduct, learning methods, and physical and mental development. At the same time, it has a negative effect on students' own development and student group development. In order to better serve the ideological and political education of higher vocational students and improve the pragmaticality and effectiveness of the ideological and political work, we have actively enriched the network carriers, took the initiative to fight for Internet public opinion, actively built a network response mechanism, and focus on the training of network leaders and other measures to strengthen the online community ideological and political education.

1. Introduction

Higher vocational students' ideological and political education is an important part of higher vocational education management. The effectiveness of student ideological and political education is related to the direction of socialist education. It is the fundamental task of higher vocational colleges to "learn German." Students' ideological and political education must conform to the laws and characteristics of young students' physical and mental development. In combination with changes in the times and development, it is necessary to strengthen and improve ideological and political work with the times in order to adapt to the ever-changing social development.

In October 2017, General Secretary Xi Jinping proposed in the report of the 19th Congress "Strengthen cultural self-confidence, promoting cultural prosperity; strengthen Internet content development, and establish a comprehensive network management system, creating a clear cyberspace."[1] The report clearly points out the role of the Internet in ideological ideology and cultural construction, which has provided active guidance to ideological and political workers and education administrators in the context of the Internet era to correctly establish students' values and views on life and has a positive guidance and promotion role in guiding and leading students' social conduct and ethics.

2. Classification of the Internet Influences on Youth Groups

2.1 The Influences of Internet Learning Mode on Students' Cognition

The rise of the cyber society is a period in which human society enters the "digital survival" stage. The living space of human beings has been extended, and the way of production and life style, including students' perceptions, has also changed.[2] Self-awareness of higher vocational students is mainly self-awareness. The development of self-awareness of young students is often influenced by social environment and social comparison. As a form of social environment, the Internet provides a new social comparative environment for the development of students' self-consciousness. In such an environment, self-aware-ness will grow and develop. In general, in the Internet environment, students' perceptions of themselves are still inadequate. In reality, due to the limitations and constraints of various conditions, students' true feelings are hidden. On the Internet, it is possible for the subject's self to reassess the object itself.

2.2 The Influences of Internet Information Content on Students' Moral Character

The Internet belongs to the information virtual world and is an invisible and real living and learning environment. On the one hand, the Internet brings to students a wealth of learning information and learning methods that are flexible and have a strong sense of experience. This greatly expands students' horizons, enhances their enthusiasm for learning, and stimulates students' thinking ability. On the other hand, due to the lack of an online system of regulatory constraints, information on the Internet is varied and mixed, with mixed results. For young students whose outlook on life and world view is being formed and improved, their information judgment and resolution, as well as self-control The great challenge, for some improper speeches, spam and online fraud, pornographic violence information acquisition and access, often have a great negative impact on students' ideology and morality.

2.3 The Influences of Internet on Students' Physical and Mental Health

The Internet has now become a way and a state of student life learning, and it is indispensable. If the correct use of the Internet can improve young students' self-learning ability and improve their ability to use modern technology, however, if they addicted to Internet addiction, they will distract their attention, unmotivated thinking will become dull, and results will decline, leading directly between students. The contact and communication between students and teachers' parents weakens students' social attributes. For example, lack of normal social communication will lead to an increase in loneliness and depression, and in the long run it will lead to depression, self-containment, and other personality. In addition, indulging in online games for a long time makes the brain's central nervous system highly excited, which can cause adrenaline levels to rise, neurotransmitter secretion in the body to be disordered, reduce immune function, induce various diseases, and extremely severely affect student psychology healthy growth.[3]

2.4 The Influences of Internet Online Reading on Students' Learning Mode

In the era of big data, information is rapidly expanding in an explosive manner. Young students' reading of paper books is reduced, which are replaced by electronic modern reading methods such as e-books, smart phones, iPads, etc. There have been profound changes and e-books have become the main form of reading for students. It can be said that the electronic reading method subverts students' traditional learning methods and thinking modes: the convenience of learning and searching methods leads to the enhancement of students' utilitarian purpose in learning. At the same time, most of the network information is presented in a fragmented manner, which leads to fragmentation of students' reading time and broadens their knowledge. However, knowledge content is abundant, but it lacks understanding of things as a whole, and lacks the ability to train and train students' intrinsic logical thinking skills. This has led to the fragmented and mediocre nature of their thoughts and the lack of logical thinking skills.

3. The Positive and Negative Effects of Internet on Higher Vocational Students' Network Groups

3.1 Positive Effects
3.1.1 Facilitate College Students to Quickly Obtain All Kinds of Information Needed

In the Internet, members of the online community tend to share information, knowledge and knowledge that they know, and are familiar with, on the Internet, and other network members can also extract their own things online. Members who share the same hobbies, interests, and ideas often spontaneously form a self-organizing network. Young students can obtain useful information in various aspects through the self-organization of different goals and themes, especially those that are spontaneously formed based on learning objectives. Groups can greatly enrich university students' knowledge reserves and breadth of knowledge.

3.1.2 Improve Young Students' Ability to Analyze Problems

Due to the complexity of the self-organizing membership of the Internet and a large amount of information flooding the network, the ability of young college students to judge and analyze complex situations is severely tested. On the one hand, students, as self-organizing members, can actively participate in discussions and receive discussions, approvals, and suggestions from other members. On the other hand, new inspiration, new knowledge, and new knowledge can be learned from relevant discussions among members, exchanges related to communication and collisions, and inspired by different ideas so that students can develop their own analytical and cognitive skills. In addition, because of the network's self-shelving nature, students can freely and fully communicate with each other in virtual groups, and can fully open their minds and thinking is more active than ever.

3.1.3 Inspire Students' Creativity

Self-organizing members of the virtual network are free to express their opinions and ideas, relatively excluding the imprisonment of students' thoughts and abilities in the real world, and can reduce the ideal realm of conditional restraint for students in the modern society, and can inspire and release students' inspiration to a great extent to enhance students' creativity and awareness of innovation.

3.1.4 Develop Students' Teamwork Spirit

The formation and operation of network self-organization has altruistic characteristics. It is this characteristic that can spontaneously cause the interest of related members to form an organizational group. If you publish information that you know about yourself, share it with other members, and provide your own software, learning materials, movie advice, etc. to members of the group for free. In the era of big data, the completion of specialized projects requires the division of labor and collaboration to complete the task. The network can facilitate and enhance the coordination of operations, division of labor, and emotional communication among groups. In the process of completing the tasks, it has cultivated students' teamwork ability.

3.2 Negative Effects

3.2.1 Harmful Information and Wrong Ideas Are Easy to Spread

Due to the high degree of inclusiveness of the network and the psychological compatibility of the online community, various ideas and ideologies exist simultaneously. Due to the psychological compatibility of virtual groups, it is very likely that when a certain member spreads harmful information and wrong viewpoints, due to other members' feelings of being insulted or neglected, misleading views and harmful information are widely spread across the network. For students with poor self-control and weak judgment ability, these misconceptions and information may directly affect their judgment, change their ideological views, weaken ideals and beliefs, and even their outlook on life and values, and give them the ideas of colleges and universities. Political education has a greater negative impact.

3.2.2 It Is Easy to Breed Liberalism and Anarchy

The hidden nature of the network makes it difficult to establish normative groups among self-organizing groups, making it easy for groups to breed liberalism, overemphasizing self-awareness, and emphasizing the claims and freedom of individual rights. In the past, this tendency may have been brought into real life. In China, it leads to contempt for discipline, morality, and laws and regulations, which is detrimental to the socialization of its health. At the same time, it also infringes on the harmonious development of the society and leads to an anarchist quagmire.

3.2.3 It Can Create a Personality Disorder and a Crisis of Confidence

If members of online groups indulge in online games and activities for a long time, and reduce the actual social communication activities, they will gradually alienate the actual human communication. For individuals, they will cause individuals to be isolated and closed, which are not conducive to new health; because online communication cannot meet each other It is difficult to verify the authenticity and reliability of information on both interactive topics and personal basic situations. Under the premise of incomplete network restriction mechanisms, it is easy to be used by criminals and indirectly affects the establishment and development of good relationships between individuals and others. There is a crisis of confidence among groups.

3.2.4 It Can Cause Misplaced Student Roles and Affect Their Normal Socialization

College students can play different roles on the Internet and experience the different role requirements that their roles bring. They can also make up for and develop his socialized experience of their roles and cultivate their recognition of different roles. However, long-term college students have always appeared in a virtual identity, which may make them appear in a masked state in real life, making them misunderstand their understanding of virtual networks and real life, which may seriously affect the correct judgment of things.[4]

4 Based on the Principles of Ideological and Political Education under the Network Groups

4.1 The Principle of Correct Orientation

Under the background of internet, the task of ideological and political education in higher vocational colleges is more arduous and complicated. It is necessary to grasp the correct orientation and essence of ideological and political education.[5] We must adhere to the orientation of Marxism, firmly grasp the party spirit of the ideological ideology of higher vocational education, grasp the initiative and dominance of network culture construction, and build the school network into a public opinion position for propagating Marxist theory and advanced culture; We should use teaching practices and other methods to conduct in-depth propaganda on socialist theory with Chinese characteristics, cultivate the patriotic sentiment of college students, develop a sense of solidarity and hard work, and promote the university students' continuous understanding of Recognition, understanding and support for the cause of socialism with Chinese characteristics.

4.2 The Principle of Self-Confidence and Openness

The biggest feature of network organization is openness, which can promote students' freedom and overall development on the basis of openness. However, while opening up, a large amount of good and bad information is also present on the Internet platform. To grasp well the ideological and political education for higher vocational students in the network environment, we must not only emphasize blocking and blocking information channels and dissemination of content, we must scientifically understand the laws of network operations, adhere to openness and freedom, and ensure full freedom rather than let alone, so we must be active and healthy. The information content of energy can be widely disseminated, providing young students with a transparent and pure online platform, allowing students to actively publish their opinions and speeches, and cultivate their ability to rationally judge affairs.

4.3 The Principle of Equal Interaction

Modern network education is the main method of education today. Educators must also establish an equal equivalence perspective, respect the laws of education, respect the subjectivity of students, and engage in honest and sincere interaction, actively strive for network positions, and take the initiative to communicate with students through active communication. Students' dynamics should promptly report the progress and results of the incidents on the campus network. Organize specialized personnel and technical personnel to clarify in time the cyber rumor

is false information and enhance the timeliness and timeliness of the communication content.[6]

5. Countermeasures and Suggestions on Network Ideological and Political Education in Higher Vocational Colleges

The double-sided nature of the role of the young students in vocational colleges' online communities requires that the ideological and political education in colleges and universities can proceed from their own reality and actively exert the active role of the students' online communities, limiting its negative impact to the greatest extent, and guide the student network groups to become advanced thinking and self-organizing groups of positive energy.

5.1 Positively Enrich the Network Carriers and Actively Strive for Internet Public Opinion Fields

There are various virtual groups, self-organizations, forums and postings on the Internet. Instead of students who are full of curiosity and curiosity, the vocational students who are full of curiosity and thirst for curiosity go to the off-site website to join various virtual groups. The higher vocational schools are not as good as establishing online platforms that can attract students to join and guide students to build their own network organizations. This is also an effective way to prevent, control, and guide students away from negative influences. The use of the school's own resources and charm to attract and retain young students can start from three aspects[7]: First, the design and planning of online content and themes must closely reflect the reality of the current status of the university students, the realities of students and life. Let college students be interested and let them find the knowledge and information they desire. Second, develop a network management system to regulate and guide students' online behaviors from the institutional level. While ensuring the free and convenient nature of cyber virtual groups, students should be allowed to abide by the network behavior system, enjoy the convenience brought by the online community, always keep a clear understanding, comply with national laws and regulations, and do not violate the law by breaking the law. Third, implement a high degree of autonomy in the self-organization of the Internet, give full play to the role of college students' self-education and management, and be good at seizing the college students' Internet users willing to play a leading role. As the school functional departments must affirm and support their ideas and work, give full play to their typical exemplary guidance effect. Train and nurture the school's own opinion leaders and self-organized leaders to guide, regulate, in-

fect, and stimulate the direction and effectiveness of other Internet users and self-organization.

5.2 Take Preventive Measures and Actively Construct the Network Public Opinion Response Mechanism

The student management part of colleges and universities should proceed from the ideology of the party, proceed from the students' subject, further clarify the working mechanism of the analysis and pre-judgment of the Internet public opinion, and pay attention to the importance of the network ideological work. Starting from the party committee administration, various functional departments and secondary colleges, they will work together to build a three-tier network public opinion work system. While carrying out the public opinion analysis of campus networks, it is necessary to strengthen public opinion risk assessment, and to standardize and prescribe early-warning and emergency response mechanisms so as to prevent problems before they are discovered, to make early detection and early disposal, and to contain the risk of Internet public opinion in the bud. In addition, we must also pay attention to the students' own role, select and employ people who are interested in network work, and have high ideological awareness. Students with good overall abilities are school network information officers. They can regularly inspect the Internet and can accurately grasp the development of students' Internet public opinion. The students themselves have the strength to achieve the inherent stability and controllability of the school network lyric work.

5.3 Persist in Guiding College Students with Socialist Core Values to Improve Students' Internet Comprehensive Quality

The core values of socialism are the fundamental attributes and characteristics of the core values of socialism with Chinese characteristics in the new era.[8] We must use socialist core values as a guide, strengthen the guidance of online education, and integrate socialist values into the management of network self-organizing operations. On the other hand, it has transformed socialist core values into emotional identification and behavioral habits of young college students. Through the guidance of socialist core values, the college students will improve their network moral qualities, enrich their moral education through the education of patriotism and citizen moral education, improve their Internet literacy, and internalize their online behavior norms into their self-discipline. At the same time, it is necessary to improve the ability and judgment of college students to analyze network information at this stage, and to teach students that the network has an open and interactive advantage. The network is not a place outside the law. Students are free to express their opinions and opinions, but they must abide by the network order. On the basis of improving cyber security and awareness of prevention, consciously resist the erosion and destruction of bad and harmful information.

5.4 Emphasize on the Cultivation of Network Leaders and Strengthen the Key Emphasis in Work to Enhance the Effectiveness of Work

In addition to strengthening the construction of ideological and political counselors and staff, vocational colleges ensure the directionality and standardization of school network organizations. In ideological and political education teachers, they generally have high ideological and theoretical levels and are familiar with network ideological education. The methods and methods can correctly analyze and judge in the complicated public opinion information and belong to the formal organizer in the network ideological and political education. On the other hand, we must also pay attention to the role of informal organization leaders in student network organizations. In fact, in the network operation, the strength of informal organizations must also be emphasized. They understand information technology and understand the laws of network operations, and they have many Network fans and supporters, they can be on-campus teachers and student officers, of course, may also be other people outside the school. We must attach great importance to this network organizer, pay attention to their strengths, and use them for their own use of their technical expertise to serve the construction, maintenance, and management of the ideological and political education network platform, and ensure that the operation of the school's network self-organization always centers around the school's daily life. Work and young students need to grow and develop to promote the effectiveness of ideological and political work on the Internet.

6. Conclusion

In brief, with the development of the times, the development of the Internet is changing with each passing day and affects the way of thinking and life style of learning of high vocational students. As higher vocational colleges, we should always research and analyze the new changes and new requirements brought by social development and information technology to ideological and political education. We should also fully analyze the new characteristics and trends presented, and actively guide young students to use them. Online media, relying on self-organization of online groups, expands the advantages of network ideo-

logical and political education and publicity, enhances the effectiveness of ideological and political education in higher vocational schools, and achieves the established goals of school ideological and political work.

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