Practice Analysis and Exploration of Ideological and Political Education Reform and Innovation under New Media Environment

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Abstract

Internet science and technology is both a challenge and an opportunity for ideological education in Chinese universities. Information resources in the Internet enrich people's lives and broaden their horizons. From the perspective of analysing the problems of education management from the perspective of new media, this paper combines the opportunities brought by new media to education management and puts forward some strategies on how to use new media to strengthen education management. We can use the characteristics of new media to exert education as a subjective initiative. In order to speed up the progress of ideological education reform

Keywords: Ideological and political education, Reform, New media environment

1. INTRODUCTION

At present, ideological educators in China are innovating the traditional ideological education, and taking the in-depth knowledge of Internet technology as the basis of ideological and political education in universities. The spread of Internet technology has made the drawbacks of traditional ideological education more prominent, and the educational status of ideological educators has been shaken. In order to reduce the impact of the Internet on ideological and political education, educators have reformed ideological and political education methods in universities, ideological and political education concepts, and ideological and political teaching teams to varying degrees. It strives to both ideologically and ideologically ideological students, and is not separated from the development of the times (Brossard & Scheufele, 2013). In the early 19th century, teachers had a high social status based on our traditional ideological education. Because teachers solve many doubts for students, teachers are always the authors of information in the hearts of students. Teachers are very prestigious and widely respected by students. The transmission of information under the visual field of the Internet is fast, extensive and convenient. Students can easily acquire and acquire the knowledge and information they need through the Internet. The rapid development of the Internet has led to a wavering of teachers' transfer of

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knowledge. Some teachers are not good at using the Internet for teaching, which in turn leads to a significant reduction in the role of teachers in ideological education (Chatterjee & Maltz, 1997). These have a direct impact on the effectiveness of ideological education in colleges and universities.

With the popularity of the Internet, the source of student contact information is not limited to schools, parents, and teachers. Students can also search the Internet for a large amount of information. Since there is no restriction on the information published on the Internet, when the content spoken by the teacher is different from the content on the Internet, students with poorer information may think that the information provided by the teacher is wrong(Gollust & Jacobson, 2006). This greatly shakes the teacher's original position in the students' hearts. Because of the uncontrollability of information on the Internet, information that students are exposed to cannot be effectively controlled. Therefore, they are very likely to be misled by information that is not conducive to their own development. Compared with traditional education methods, students are more likely to have access to Internet information and are not limited by time and place. Students can use the Internet to quickly obtain a large amount of information resources in a short period of time. In short, ideological workers should re-examine students' modern needs. Follow the pace of development of the times and provide students with the correct use of Internet resources, in order to enable students to quickly and efficiently obtain

the information they need, and learn the right way to expand Internet resources. Ideological and political education workers should actively explore new ways of ideological education on the Internet, so that their educational status is not impacted by the Internet era. The Internet has brought impacts on ideological education in Chinese universities and has brought new opportunities (Kraidy, 2011). The information on the Internet contains the content of ideological education. The basic form of the transmission of text, pictures, and images on the Internet not only updates the content of ideological education in universities, but also injects new vitality into ideological education in universities. In addition, the information resources on the Internet cover a wide range and spread quickly. Students can cross provinces and cities and even cross national borders. Faced with the impact of different cultures and viewpoints, the ideas of college students are constantly changing. In short, Internet resources are continuously enriching the content of ideological education in universities. Scientifically and reasonably controlling the information resources on the Internet can improve the ability of college students to distinguish the outside world and enable them to gradually grow in the process of continuous development.

2. THE THEORY AND CONTENT OF INNOVATIVE IDEOLOGICAL EDUCATION

2.1. Sampling methods

The innovation of ideological education is an important part of using the Internet for ideological education. The link between educational content and educational purposes is the educational method. The educational method is directly related to the effect of ideological education. The ideological and political education under the Internet age has brought new challenges to the original traditional ideological education. The contemporary ideological and political education

methods should be combined with modern science and technology. The following three points are specifically reflected. Teachers are the main body of ideological education. The ideological and political education under the horizon of the Internet puts forward higher requirements for the teachers (Riessman, 1988). The ideological education teacher should have the ability to quickly mine information resources and make correct judgments. Should have the ability to transfer their own knowledge to students. Have the ability to acquire and accept a variety of new things.

The formation of a composite ideological and political teacher team is an inevitable trend of the development of the times. First of all, it is necessary to highlight the importance of the composite ideological and political teacher team in effectively carrying out ideological and political education through news and current affairs, microblogging hotspots and other channels. Secondly, sufficient funds can provide strong guarantees for the construction of the ideological and political teachers, so the government should increase the capital investment in the construction of ideological and political education workers. The increase in government attention will also drive the attention of all sectors of society and increase the influence of the construction of the teaching force. Finally, a corresponding system should be established to strengthen the training of the existing ideological and political teachers and regularly evaluate them (Svoen, 2007). It is also possible to hold forums to promote the teaching ideas and teaching methods of the ideological and political teachers in keeping with the development of the Internet age. The ideological level of the ideological and political teaching team directly determines the effectiveness of education. It can be said that the formation of a composite ideological and political teacher team is a huge project that cannot be slowed down.
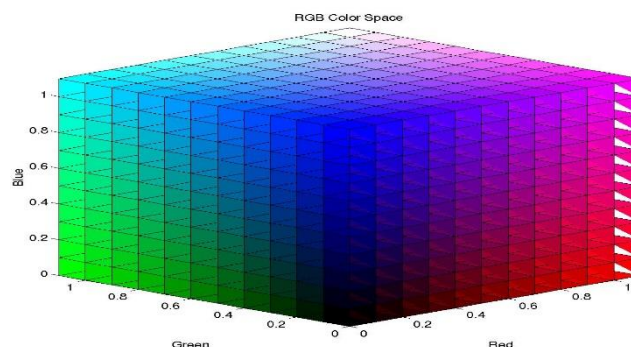

Figure 1. **RGB space model**

2.2. Ideological education reform strategy

The reform of ideological education is an inevitable result of the Internet age. Under the new situation and new historical conditions, reform is a new requirement for ideological education and ideological education workers. The ideological education workers should have a strong example of awareness. While carrying out correct ideological guidance for college students, they must keep up with the pace of the times and adjust their own deficiencies in their work. While inheriting and carrying forward our country's outstanding traditional culture, ideological educators must be attuned to the new things on the Internet and must fully integrate Chinese traditional cultural classics with Western advanced science and technology. We must modernize the ideological education in our country by innovating ideological education content, concepts, and building a composite ideological and political teacher team. In the vision of big data, ideological education presents new development characteristics. At the same time, the way for students to accept knowledge is no longer limited to the classroom. Students can personalize learning through the Internet. This is also a promotion for the development of student personalization.
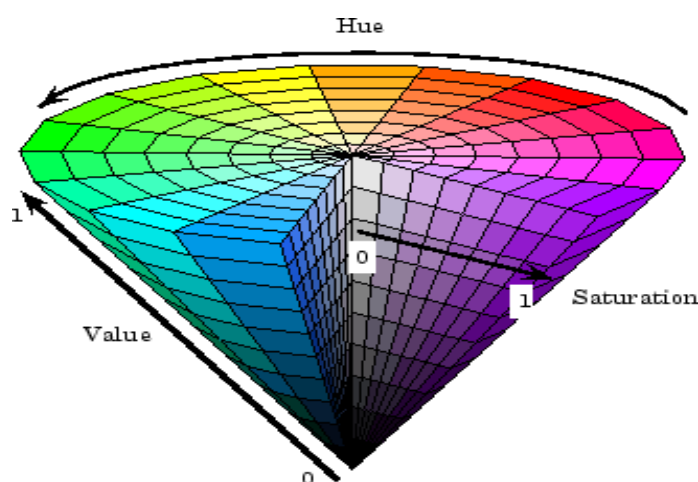

Figure 2. **Ideological education reform model**

3. THE OPPORTUNITIES BROUGHT BY NEW MEDIA TO IDEOLOGICAL EDUCATION

3.1. Evaluation system construction

The establishment of ideological and political education database is an important measure for ideological and political education to achieve innovative development under the vision of big data. The establishment of such a database will enable us to effectively grasp information on all aspects of ideological education. The ideological and political education activities can truly enter the student life. The education content can be really welcomed by students. In this way, the pertinence and effectiveness of ideological education can be significantly improved. Under the vision of big data, effectively carrying out ideological and political education and realizing educational innovation must be capable of effectively analyzing various kinds of information through technical means. Only in this way can a thorough and meticulous understanding of the students' real situations be achieved, so as to guarantee the pertinence and effectiveness of education. It is necessary to build a big data sharing management platform. In the context of big data, the sources of information that reflect the students' ideological dynamics are extensive. It is critical to effectively process these information data and find the starting point for ideological and political education.

To build such a platform, first, it is necessary to integrate data through technical means, identify false information, extract effective information, and achieve full coverage of information. Second, it is necessary to improve the rules and regulations, ensure the standardization of operations, ensure the legality of data collection, sharing and management, and data applications, and prevent the leakage of personal information. Thirdly, the organizational units of various departments must strengthen cooperation to study the changes in the students' ideological and behavioral behavior through the sharing of related information. All organizational departments form a joint education force and contribute to cultivating high-quality talents. In short, the application of big data technology tools provides effective technical support for the innovative development of ideological education. Under the vision of big data,

ideological and political educators must have a sense of reform and be able to use technical advantages to continuously implement ideological and political education content and ways of innovation, so as to improve the effectiveness of ideological and political education.

The single Gaussian background model considers that for a particular pixel of the background image, the luminance distribution satisfies a Gaussian distribution:

$B(x, y) \sim N(\mu, \sigma^2)$ （1）

Given a pixel in an image, if:

$\frac{exp(-(I(x,y)-\mu(x,y))^2)}{2\sigma^2} < T$ （2）

The update of its Gaussian distribution parameters can be expressed as:

$\mu_t(x, y) = (1 - \rho)\mu_{t-1}(x, y) + \rho I_t(x, y)$ （3）

$\sigma_t^2(x, y) = (1 - \rho)\sigma_{t-1}^2(x, y) + \rho(I_t(x, y) - \mu_t(x, y))^2$ （4）

Parameter update rate:

$\rho = K\eta(I_t|\mu_{t-1}, \sigma_{t-1})$ （5）

Given an image in RGB color format, the H component of each pixel can be expressed as a formula:

$\theta = arccos\left\{ \frac{[(R-G)+(R-B)]/2}{[(R-G)^2+(R-B)(G-B)]^{\frac{1}{2}}} \right\}$ （6）

The color saturation component S can be obtained by the formula:

$S = 1 - \frac{3}{(R+G+B)}[min(R, G, B)]$ （7）

Finally, the luminance component V can be obtained by the formula:

$V = (R + G + B)/3$ （8）

The statistical histogram of image features is actually a one-dimensional discrete function:

$H(k) = \frac{n_k}{N}, k = 0,1,\cdots, \text{L-1}$ （9）

Euclidean distance function:

$M_E(f, g) = \sqrt{\sum_{x=0}^{255}[g(x) - f_T(x)]^2}$ （10）

The key is the transformation matrix itself:

$$c_1 = k_{11}m_1 + k_{12}m_2 + \ldots\ldots + k_{1l}m_l$$
$$c_2 = k_{21}m_1 + k_{22}m_2 + \ldots\ldots + k_{2l}m_l$$
$$\ldots\ldots$$
$$c_l = k_{l1}m_1 + k_{l2}m_2 + \ldots\ldots + k_{ll}m_l$$ （11）

1) **Problems faced by college students in education management from the perspective of new media**

The traditional education model cannot meet the needs of the education and management of college students in the new media era. The inconsistent information between the subject and the object brought about by the traditional university student education management model makes the traditional education management mode unable to meet the demand. The new media brought a large number of diverse information to impact the values of undergraduates and brought new challenges to the education and management of college students. Due to the widespread dissemination of new media, it has brought difficulties to the management of university students. In the information age, information is rapidly and abundantly disseminated, and it is highly inclusive. These factors make college students passively absorb in the process of education. However, nowadays the information disseminated is often difficult to distinguish between true and false. Some bad information has caused negative effects in different degrees on college students' shaping of world outlook, outlook on life and values.

2) **Use new media to strengthen educational management strategies**

On the other hand, the emerging information dissemination methods are more attractive to young students because of their convenience, breadth, and diversity, and they have, to a certain extent, constrained some of the traditional methods of education management in the past. All these have brought new challenges to the education and management of university students. The advantages of new media information dissemination have not been well applied, resulting in the obsolescence of the education and management model for college students. In practice, many colleges and universities only use multimedia as a channel for college students to cultivate and manage. They have not mastered the rules of information reading in new media, and the publication of news is not attractive and does not meet students' appetite for reading.

3.2. Research tools and methods

In general, we understand new media as a new type of media, including the Internet, digital broadcasting, satellite TV, and smart phones, as opposed to traditional media. New media is a product of the integration of humanities, information, and culture. It is the fastest-growing and most convenient information delivery vehicle. At the same time, because the new media has a particularly great influence on the values of students, it puts forward higher requirements for the ideological and political education of college

students. Exploring the ideological and political education work path under the new media environment is an inevitable requirement for universities to strengthen ideological and political education. From the perspective of information release, the information screening, screening, and publishing rights in the traditional media environment are in the hands of information publishers. Under the regulation and control system, harmful information will be successfully rejected, and the content presented to college students is full of positive energy. When the network and information technology have been developed, mobile phones and the Internet have become necessary products for life. The interactivity and openness of information dissemination are increasingly evident, which enables contemporary college students to be exposed to an open information world. All kinds of information can be disseminated without barriers.

The rapid development of new media has put forward higher requirements for ideological education in universities. Whether educators can examine new media technologies with development eyes and whether they can fully exert the educational advantages of new media will play a decisive role in the effectiveness of ideological and political education. As college students are more receptive to new things, they become the first users of new media. However, some educators are backward in concept and do not have timely access to new media technologies, which seriously hinder the development of ideological education. Judging from the current situation, many front-line teachers

have a low overall quality and cannot meet the actual needs of students. The main performances are as follows: First, the awareness of the positive significance of new media is not in place; second, there is not enough strong organization and coordination, and the investigation and research work is not enough; third, the ability of network language expression needs to be improved urgently; fourth, the information processing ability is weak.

3.3. The basic content of new media

Based on the analysis of some major problems in the work of college students' ideological and political education under the new media environment, the following part focuses on the specific strategies for the reform and innovation of the ideological and political work path of college students under the new media environment. In short, the emergence and development of new media is an inevitable outcome of the rapid development of modern network technology and information technology, and the various types of new media provide a new way for the college students' ideological and political education. Therefore, colleges and universities must explore and construct the ideological and political education system for college students under the new media environment, strengthen the ideological and political education for college students, continuously promote the effective promotion of university students' political ideology, and make the new media an important way for college students to obtain information in the current era.
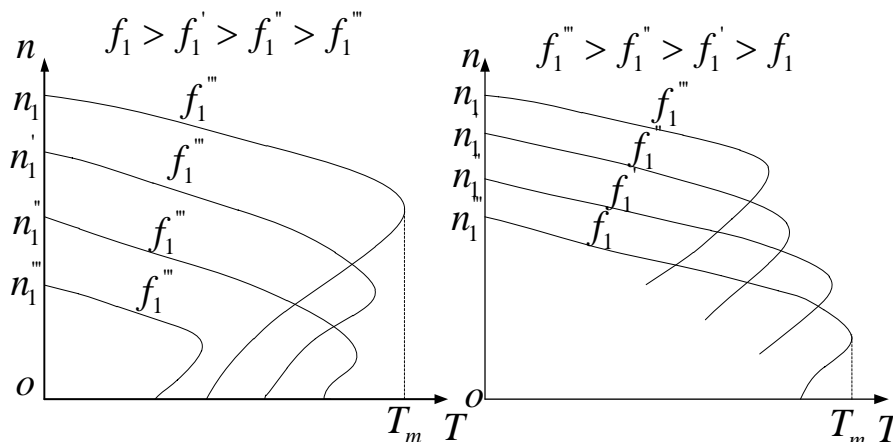

Figure 3. **Frequency conversion speed control mechanical characteristics**

The ideological and political education in colleges and universities is characterized by long-term, systematic and complex characteristics,

which has a very important influence on the growth of students' personality. Therefore, under the new media environment, it is very necessary to re-

analyze the ideological work of colleges and universities, and to innovate their working methods to ensure that the ideological and political work in colleges and universities can adapt to the needs of students' growth in the new media era, and to maintain the healthy growth of students. In particular, the impact of new media on student ideology is manifested in the recessive aspect. Therefore, we should also pay more attention to implicit education of ideology and politics, guarantee the effectiveness of education in many aspects, and provide correct guidance for the healthy growth of students. There is a close connection between ideological work and implicit education in universities. With the help of implicit education, the influence of ideological work in colleges and universities can be significantly enhanced, and the important role of ideological and political education can be really played.

4. EMPIRICAL ANALYSIS

4.1. A series of problems in the ideological and political course under the new media environment

A systematic interpretation of the connection between ideological and political work in colleges and invisible education has been found mainly in the following two aspects: On the one hand, the recessive education is an extremely important element in the ideological and political work of colleges and universities, and the implicit education and the explicit education in the ideological and political work together constitute the carrier of the ideological and political work in colleges and universities. In general, the implicit education of ideological and political work in colleges and universities is mainly achieved through the construction of campus culture, the organization of campus activities, and various types of educational activities, which can form a gradual and progressive educational effect. On the other hand, there is a mutually reinforcing relationship between implicit education and ideological work in universities. In the process of implementing implicit ideological and political education in colleges and universities, emotional education will generally exert subtle influence on the growth of students. Therefore,

educational activities can promote the further expansion of the space-time scope of ideological and political work. It can be seen from this that actively conducting hidden education can provide appropriate support for the overall optimization of the ideological work in universities, improve the effectiveness of the ideological work, and provide a solid guarantee for the further improvement of students' ideological understanding.

Table 1. **Simulation analysis**

M	V	U	THD	FHD
0.2	380	2687	251.88%	28.57%
0.4	380	1344	163.97%	25.26%
0.6	380	896	120.45%	23.79%
0.8	380	672	91.65%	22.62%

4.2. New media ideological and political lesson innovation measures

The use of new media in the current college student population is more extensive, and college students are more receptive to new media. Therefore, with the help of new media to assist colleges and universities in carrying out ideological and political education, the acceptance of ideological and political education by college students will be higher. Moreover, undergraduates can be transformed into active information disseminators, which can further promote the role of implicit education in the new media situation and provide comprehensive support for the development of college students' ideological education. With the help of new media technologies, the information dissemination speed of college students' ideological and political work has also changed, the timeliness of information dissemination has increased, and ideological and political work has gradually begun to show its immediate characteristics. Specifically, the dissemination of information in modern society uses communication and the Internet as a channel for students to obtain information, and students use the new media software to independently query and obtain information. The effect of ideological and political education can be appropriately strengthened.

Table 2. **180-degree conductivity type inverter power switch conduction law**

Work status	Power switch turned on in each operating state					
Status 1	V1				V5	V6
Status 2	V1	V2				V6
Status 3	V1	V2	V3			
Status 4		V2	V3	V4		
Status 5			V3	V4	V5	
Status 6				V4	V5	V6

4.3. The characteristics of new media and its future development trend

New media technology can transmit information to individual students in a small and relatively invisible environment. Therefore, implicit education of ideological and political work assisted by new media technology can also be carried out in a small scale with purpose and pertinence. The new media not only has a positive impact on the implicit education of ideological and political work in universities, but also poses a greater challenge to the implicit education of ideological and political work in universities. Only in the face of challenges and to overcome the problems existing in the implicit education of ideological and political work, can the recessive education of ideological and political work in universities be able to maximize the full play of the role of ideological and political education. The openness of new media technologies has enabled a large amount of information to be widely disseminated in society. The complicated information has a certain impact on the university students' ideological status, and it also poses new challenges for ideological and political work in universities. The ideological and political work in colleges and universities is facing a more complex environment. Specifically, the new media era is affected by the adverse effects of the market economy. In the process of carrying out ideological and political work, the staff needs to analyze the ideological status of college students from multiple angles, and to formulate a diversified solution strategy, the development of ideological work for college students is facing greater challenges.

Table 3. **Current simulation analysis**

M	V	U	THD	THD1
0.8	380	672	91.69%	31.37%
0.8	380	672	91.65%	22.62%
0.8	380	672	91.35%	20.18%
0.8	380	672	91.62%	19.76%
0.8	380	672	92.08%	20.08%

While the new media brings rich cultural information, it also has a certain degree of concealment, which leads to a large number of false and harmful information hidden in the rich information. If college students do not have good information discrimination ability, they are very likely to be affected by bad information. Therefore, ideological and political workers in universities should conduct research and analysis on this issue to ensure the actual quality of ideological work.

Table 4. **Random integer**

Name	Parameter	Name	Parameter
M number	2	Icon shape	round
Sample time	0.5	List of signs	|+++++++
Output data type	double	Sample time	-1
Numerator coefficient	2	Wave form	sine
Denominator coefficient	0.5	Frequency	100
Sample time	1	Units	Hertz
Output amplitude	1	Quiescent frequency	10150
Quiescent frequency	10	Input sensitivity	1000
Sample time	0.5	Initial phase	100
target	effective	commonly	invalid

5. CONCLUSION

Therefore, after a long period of contact with the virtual network, students often have a psychological dependence on the virtual network, which brings challenges to the development of ideological work for college students. With the help of implicit education, ideological and political workers in colleges and universities can gradually create a good environment for students to grow on campus. And in the imperceptibly complete the ideological education and guidance for students, prompting students to further deepen the level of ideological understanding. This lays the foundation for the development of the ideological work in universities in our country and the improvement of the level of personnel training. The autonomy of new media has made information release more rapid and casual, resulting in a large number of students in vocational colleges encountering false and bad information. Under the traditional media environment, the departments propagating ideological culture generally conduct rigorous examination of the disseminated information, effectively eliminate bad information, and disseminate advanced ideas and excellent culture, ensuring the advanced nature of ideological and

political education in higher vocational colleges. In the era of new media, the openness and sharing of information dissemination only focus on the speed of dissemination, but content has great freedom and arbitrariness. The government supervisory authority is also difficult to monitor effectively, resulting in the proliferation of bad information and culture and increasing the difficulty of ideological and political education.

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