College Counselors Do A Good Job of Exploring and Researching The Work of College Students' Ideological Guide Based on Internet Thinking

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Abstract

Under the background of the rapid development of Internet technology, the way of thinking of college students is gradually "Internet-based". At the same time, the rapid development of Internet technology has put forward new requirements for ideological education of college students. Since the 18th National Congress of the Communist Party of China, the Party Central Committee has placed ideological and political work in a prominent position in colleges and universities, and put forward clear requirements for strengthening ideological and political education. As an important part of ideological and political education in colleges and universities and the ideological guide of college students, counselors need to make full use of Internet technology to build a working model based on Internet thinking, constantly innovate the ways and methods of ideological education, and improve the effectiveness and feasibility of ideological education for college students. This paper aims to explore and study how college counselors can better fulfill their duties of ideological and political education based on Internet thinking, so as to improve the quality and effect of college students' ideological education, and provide reference for counselors and related researchers.

Keywords

College counselors, thought guide, internet thinking, ideological and political education.

1. Introduce

Moral cultivation is the fundamental task of education. With moral cultivation as the foundation and human association as the core, we can help college students to establish correct ideas, cultivate their sound personality and promote their all-round development. In the ideological and political pattern system of "three whole education", building a plateau of ideological and political guidance is an important means of moral education and the core of counselors' work. To further promote the ideological guidance work of college students based on Internet thinking is the need to achieve the goal of moral education, the urgent need for colleges to adapt to the development of The Times and improve ideological and political education, and the important need for counselors to improve the effect of ideological guidance and realize career development.

2. The Influence of Internet Thinking on College Students

In December 2012, President Xi Jinping visited Guangdong and said: "Now mankind has entered a new historical period, an era of the Internet, which has greatly promoted human productivity, life and production.[1]" China officially joined the Internet in 1994. In nearly 30 years, it has realized the comprehensive popularization and in-depth application of the Internet in all fields of society and economy, accelerated the process of national digitization, brought many positive changes to people's lifestyle, social governance, industrial structure and other aspects, and also changed people's way of thinking and ideology.

2.1.　The Impact of Internet Thinking on College Students' Thinking Mode

At present, the tentacles of Internet thinking have been extended to social economy, culture, education, medical care, transportation, entertainment and many other fields, promoting the reform and innovation of all walks of life. Internet thinking has also become a universal thinking mode that surpasses the thinking mode of the Internet industry.[2] Under the influence of the booming development of the Internet, college students have gradually formed their unique Internet thinking. As the Internet native generation, college students rely on the Internet to an unprecedented degree. They adapt to the needs of The Times of rapid information flow and diversified learning, and can get access to a variety of ideas and cultures through the Internet. At the same time, Internet thinking also promotes the change of college students' cognition and participation in the society and the world. However, Internet thinking also causes college students' thinking mode to become fragmented and superficial, especially in the era of information explosion, college students generally show that it is difficult to form in-depth and systematic thinking, over-reliance on and trust in the information "giving" of the Internet, which weakens their ability to think independently and distinguish right from wrong.

2.2.　The Influence of Internet Thinking on Other Aspects of College Students

The influence of Internet thinking on college students is multi-dimensional, providing them with more opportunities and possibilities from the aspects of learning, communication, employment and innovation. They make use of Internet thinking to obtain information, understand social dynamics and establish connections with others, and expand their knowledge reserve through online education and video resources. At the same time, they actively seek ways and means to break traditional barriers, explore innovative forms of entrepreneurship and employment opportunities, and create a broader space for future development. All these highlight the characteristics of college students under the influence of the Internet, such as the convenience of obtaining information across geographical restrictions, the flexibility of learning methods, the expansion of social interaction and cooperation, the impetus of innovation and entrepreneurship, as well as information literacy and critical thinking.

3.　Exploring the Working Mode of College Counselors Based on Internet Thinking

Internet thinking not only promotes the change in the concept of educators and educatees, but also causes the adjustment, innovation, reform and improvement of educational concept, educational mode, educational content, educational means and other aspects. [2] The working mode of college counselors based on Internet thinking is a working mode that makes full use of Internet technology and way of thinking, which not only improves the efficiency and quality of counselors' work, meets the individual needs of students, but also promotes the all-round development and growth of students.

3.1.　Information-based Platform Construction and Management

The construction and management of information platform is a crucial part of the work mode of college counselors based on Internet thinking. The information platform changes the work mode of counselors, can be more flexible and efficient, and better adapt to the needs and lifestyle of modern students. This is mainly reflected in building an efficient and convenient information platform for issuing notices, collecting data and interacting with each other. Through this platform, counselors can grasp the dynamics of students more quickly and accurately, and provide students with more convenient service channels. For example, the student information management platform, teaching management platform, campus life service platform, employment and entrepreneurship service platform and campus security

management platform, etc. The construction and use of these platforms help colleges and universities realize information management and improve the efficiency of teaching, scientific research and management.

3.2. Data Analysis and Personalized Service

Internet data analysis technology can conduct in-depth analysis of students' individual needs and behaviors, and provide personalized services according to the analysis results. Through these analysis data, counselors can deeply understand students' needs and behavior habits, so as to provide them with more personalized services. For example, by analyzing data on students' academic performance, interests and hobbies, counselors can make more appropriate study plans and career plans for them. Based on the results of psychological tests and the content of online counseling, targeted mental health services can be provided to students to solve their psychological distress.

3.3. Combine Virtual Social Interaction with Offline Interaction

Counselors should be good at maintaining daily communication with students through Internet social platforms, answering questions in time, and understanding their perplexities and needs. Among them, online articles are one of the communication methods between counselors and college students. Counselors can write and publish online articles on the Internet, which can better establish communication channels with students and make information transmission smoother and more efficient. At the same time, counselors should "land" the online content in real time based on the reality, and regularly organize offline activities, such as class meetings, symposiums, theme lectures, etc., to communicate with students face to face and enhance mutual trust and closeness. This combination of online and offline not only ensures the convenience of communication, but also adds a sense of reality to the interaction, which helps to improve the effect and quality of the counselor's work.

4. The Importance of Counselors to Do A Good Job of Guiding The Thoughts of College Students With Internet Thinking

In the ideological guidance of college students based on Internet thinking, counselors play multiple roles such as information transmitter, technology application, public opinion guide, cultural navigator, personalized mentor, psychological supporter and network security propagandist. At the same time, as an important education subject of college students in the hidden classroom, the counselor needs to integrate the ideological and political elements of the state, nation and society into the network ideological and political education system through the hidden classroom, construct dialectical Internet ideas and concepts, and use the Internet thinking to effectively guide students to establish correct network values.

To carry out work based on Internet thinking not only helps to better understand and guide students, but also can effectively cope with the challenges brought by the network era. Combined with the actual situation, in order to reduce the incidence of Internet addiction, Internet violence, Internet crime and other problems in college students and improve their information recognition ability, it is urgent to cultivate the correct Internet values of college students and conduct the education of Internet values when guiding college students' Internet thoughts and behaviors.[3] Counselors should help students identify the authenticity of information, distinguish good from evil, beauty from ugliness, and avoid being misled and infringed by bad information; To learn and master the Internet related knowledge, understand the development trend and application scenarios of network technology; It is necessary to pay attention to social hot spots and focus issues concerned by students to enhance the pertinence and effectiveness of work; It is necessary to pay attention to students' Internet security and

mental health, and timely find and solve the problems and confusion students encounter in Internet use.

President Xi Jinping stressed at the symposium of teachers of ideological and political theory courses in the school that the reform and innovation of ideological and political courses should deeply grasp the "eight aspects of unity", that is, to adhere to the unity of political and academic reason, to adhere to the unity of constructive and critical, to closely combine theory and practice, to be compatible with diversity and unity, and to integrate dominance and subjectivity.[4] Under the guidance of the new concept, it is necessary to explore college counselors to do a good job in guiding college students' thoughts and behaviors of Internet thinking by focusing on local conditions, personalizing teaching, establishing a diversified and multi-level guidance mechanism, integrating campus resources and social resources, forming a joint force, and jointly promoting the in-depth development of college students' online thoughts and behaviors guidance.

5. Conclusion

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