

Exploration on the Optimization of the Path of Network Ideological and Political Education in Colleges and Universities Based on the E-Class Platform

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Abstract: As an important carrier of network ideological and political education, E-Class platform has become a comprehensive network interactive community platform commonly used by college students nationwide, with the help of Internet technology to implement the fundamental task of establishing morality and cultivating people in colleges and universities. However, at present, the development concept of network ideological and political work in colleges and universities is outdated, the pattern of "Three-holistic education" (Holistic and all-rounded education throughout the whole process) has not yet been formed, the content of network culture is single, the platform safeguard mechanism is lacking, and the advantages of network education have not been fully realized. In the light of the current situation of the construction of the E-Class platform, we will explore the paths and methods to optimize the online ideological and political education in the new period by accelerating the construction of the "Three-holistic education" pattern, continuously deepening the connotative development and focusing on improving the safeguard of the institutional system.

On February 25, 2022, the 49th "Statistical Report on Internet Development in China" released by China Internet Network Information Center (CNNIC) in Beijing showed that as of December 2021, the scale of China's Internet users reached 1.032 billion, among which the scale of youth Internet users under 30 years old reached 360 million, accounting for 34.9% of the holistic proportion of Internet users. The only way to win the youth and win the future is to firmly grasp the frontiers of the Internet, dig deep into the elements of Internet politics, and promote the work of online ideological and political education like salt of life.

1. Characteristics of E-Class Network Ideological and Political Education

In the Internet period, new media platforms in various forms such as micro-blogs, live streaming, and short videos have emerged endlessly, enriching people's access to information and influencing the online habits of contemporary youth imperceptibly[1]. The large amount of information and diversified ideological trends are impacting the values of young students. Therefore, seizing the blue ocean position of the Internet has become an important part of the promotion of online

ideological and political education in universities. Since the Central Propaganda Section and the Ministry of Education jointly launched the E-Class platform in 2007, E-Class has become an efficient interactive platform connecting students and universities through more than 10 years of development[2]. E-Class broadens the channels of online ideological and political education in colleges and universities and promotes the depth of integration between the traditional strengths of ideological and political work and information technology, which helps colleges and universities deepen holistic collaborative education[3]. E-Class is conducive to transforming the Internet, the largest variable, into the largest increment in the development of ideological and political education.

With the joint promotion of the government and universities, E-Class platform has a high degree of sharing of quality course resources and carries out online ideological and political activities with wide participation. With the joint promotion of the government and universities, E-Class platform has a high degree of sharing of quality course resources and carries out online ideological and political activities with wide participation[4]. E-Class can safely and efficiently manage the daily affairs of universities, while combining the comprehensive needs of students in their daily studies, social life, and activities. E-Class integrates elements of ideology and politics into students' daily online life. Following the regulation of students' minds and behaviour, E-Class is a powerful tool for universities to strengthen the position of network ideology and politics. However, with the growing and diversified demands of the Internet in the period of "pan-entertainment", the proportion of young students using fragmented time for entertainment and recreation is increasing, and the top-down education approach of the E-Class platform has resulted in a low level of student initiative in acquiring knowledge by using the E-Class platform. The guiding force, attractiveness and influence of the E-Class platform in network ideological education still needs to be enhanced urgently. Universities are actively exploring cutting-edge technologies to broaden the path of educational integration is still a breakthrough for online ideological and political education in the Internet period[5].

2. Realistic Dilemma of E-Class Network Ideological and Political Education

2.1. The Subject of Holistic Collaborative Education is Too Homogeneous

At present, the construction of E-Classes is mainly led by the Ministry of Education and Public Works in most universities, relying on traditional student work teams such as the Youth League Committee and counselors to operate and manage, with few other administrative departments involved in network ideological and political education activities. E-Class lacks top-level planning, and different departments of the university are in charge of their own affairs, and there is a lack of collaborative process management. The administration usually only uses the E-Class platform for daily office approvals, and is less involved in leading students in their ideological values. They generally perceive the daily management of students as a simple, routine task that is not part of the administration's remit. As a result, they lack the patience to communicate with students and ignore the importance of Teaching by precept and example, and the "Three-holistic education" pattern in universities has not yet been formed fully. At the same time, to ensure the safety of the E-Class platform and to weaken entertainment, the entry threshold for commercial entities has been raised, and some social welfare accounts, positive energy bloggers and quality video teams have not been approved to enter. The resources for cultivation cannot be integrated and shared, and it is difficult for universities to gather all subjects to work in the same direction and open up a new prospect of holistic collaborative education.

2.2. Functional Design and Activity Content is Traditional and Hysteretic

The E-Class platform has traditional module functions such as forums, communities, and blogs, but the application modules are isolated and obstructed, and they are not connected to each other well, thus making it difficult for student users to think coherently. The sharing, reposting, and secondary creation functions are inconvenient to operate and difficult to share content. Compared with other commercial applications, E-Class users have limited space for personalized display and interactivity. As a result, there is less acceptance by students and the frequency of use plummets after graduation. For the emerging media forms such as short videos, vlogs, and live streaming, which are widely popular among students in recent years, but the E-Class platform has not introduced these forms for the time being. It is lagging behind in updating and upgrading its features, making it difficult to improve user stickiness. On the other hand, the content of traditional online activities is duplicated and lacks interesting, accessible, and informative creative online cultural products. Moreover, the E-Class platform limits the breadth and entertainment of some topics to achieve the effectiveness of ideological and political education, therefore, ideological and political courses and hot topics on E-Class' lack personalized reading preference pushing based on intelligent algorithms, and the infectious and guiding power of online ideological and political education still needs to be urgently improved.

2.3. Lack of Guarantee Mechanism

While the development of new media on the Internet is accelerating exponentially, the E-Class platform, as an important role in university online thinking and politics, fails to unite the strengths of all sectors because of the lack of a long-term mechanism for operation and safeguard. At present, the only policy document that supports E-Classes is the "E-Class" Promotion Action Plan and the Implementation Plan for the Online Leadership Project for Chinese Students" issued by the Ministry of Education in 2014. Although the E-Class Development Centre of the Ministry of Education and the State Internet Information Office have undertaken the establishment and maintenance of the E-Class platform, there are currently very few detailed regulations and systems to guarantee the requirements for management training, incentive promotion, assessment and evaluation, and platform supervision. Most ideological and political workers do not have a professional background in information technology, and it is difficult for them to work on the application, development, and function optimization of E-Classes. Furthermore, due to the lack of financial investment and assessment incentives, the enthusiasm of ideological and political workers for the construction of the E-Class platform is low, and the development of the E-Class platform as a whole is lagging behind, making it difficult to match the diversified network needs of university students in the new period.

3. Optimization Path of Network Ideological and Political Education Based on E-Class

3.1. Accelerating the Construction of the "Three-Holistic Education" Pattern

In the process of promoting the construction of E-Classes in universities, it is particularly important to enhance the awareness and transmit the concept of collaborative education to accelerate the construction of the "Three-holistic education" pattern. The subject of collaborative education should not merely consist of the Department of Academic Affairs, but should also integrate all functional departments, teaching staff of research institutions, household members, citizens, government agencies, and other subjects capable of undertaking educational responsibilities, so that all of them can participate in the practice of education and form a synergy of

educational forces. On the one hand, the party committee of the university strengthens its organizational leadership, constantly, strengthens its political stance, and continues to deepen the concept of "Three-holistic education". It should be integrated into the holistic process of administering the college and cultivating people through teaching. At the same time, universities should strengthen the mechanism construction and operation of the cultivation system, and effectively enhance the ideological consciousness and action consciousness of network ideology and politics education. On the other hand, universities should broaden the breadth of network ideological and political education. After strict approval, they can allow some accounts that have accumulated rich experience in network ideological and political education, such as the People's Daily, the Central Committee of the Communist Youth League, and self-media bloggers, and absorb the power of more technical platforms to inject new vitality into E-Class. In addition, the E-Class Centre of universities can cooperate with popular apps of young students, and jointly produce hot online works. E-Class can create brand accounts such as "E-Class x Weibo" and "E-Class x Bilibili", integrate the experience of new media operations, dialogue with young people in the way they like, and utilize the power of all sectors to accelerate the construction of a new pattern of "Three-holistic education".

3.2. Optimising User Experience and Enriching Content

Optimizing the operation process is the first step to enhance the stickiness of E-Class users, reducing unnecessary login operations and identity verification, enhancing the interface between the E-Class mobile client and the computer terminal, and unlocking the interactivity between the E-Class platform and other applications. Enhance the interesting features of the light application and simplify posting a review to avoid discouraging young students from using the E-Class platform by making the review process too cumbersome and keywords being restricted. E-Class should draw on the experience of commercial applications, focus on user experience research and feedback, train professional teams to follow up on optimising and upgrading system operations, and optimise the user experience in all aspects.

The quality of content is of paramount importance in network ideology and political education, and enriching the supply of E-Class content production is a core initiative to enhance the effectiveness of cultivating talents. The Party Committee of the university takes the lead in further guiding more academic gurus and teaching masters to join the network ideological and political team, designing and creating interest-stimulating, logically coherent and systematic content, creating condensed and graphic online artworks, cultivating student opinion leaders who are active in social media, spreading positive energy imperceptibly and enhancing political leadership. At the same time, E-Classes can set up special columns to showcase the superior traditional culture of the Chinese nation, the spiritual genealogy of the Communist Party of China, innovative online literary works, etc. The university launched student activities in conjunction with hot literary programs, such as Poetry Solitaire of "Chinese Poetry Conference", melodrama of China in the Classics, Online shared study room of Bilibili, the interactive game about history of the Communist Party, the "Little Red Book" experience sharing post, and VR tours of patriotic education bases, using such fun forms that are both hot and interactive to enhance the appeal of the platform. Based on the reading preferences of E-Class users, universities are supplemented by modern technologies such as cloud computing and big data analysis to carry out personalized and accurate pushing, optimize the supply of ideological content and promote the high-quality development of network ideology and political education.

3.3. Perfecting the Institutional System

The Internet is developing rapidly, and the convergence of various new media platforms shows the openness and interactivity of the information period. To firmly grasp the ideological and political status of the network, the only way for the E-Class platform to strengthen its weaknesses and remedy its shortcomings is to improve its long-term operating mechanism actively and stimulate its endogenous momentum. First, the organization and management system. The Party Committee of the university takes the lead in strengthening the top-level design, and the Ministry of Education and Public Works coordinates the promotion, continuously deepening the concept of "Three-holistic education", formulating detailed E-Class management methods, and clarifying the responsibilities of each functional department for online education. Colleges and universities set up dedicated network ideological management jobs to manage E-Class liaison officers from various departments, and coordinate the deployment of these posts to connect the last mile of network ideological and political education and build a new "Integrated ideological and political" pattern. Second, the operation training system.

E-Class is a platform jointly built by university teachers and students, who should always learn about application development, product development, content expansion, and other platform application skills. E-Class workstations in universities should participate in various types of product research, training, content and technical construction, exchange training and other development skills training sponsored by the E-Class Development Centre of the Ministry of Education through network meetings and centralized training, to strengthen team construction and help E-Class platforms operate with high quality. Third, the incentive promotion system. Universities could increase funding, provide financial support through branding projects, faculty activities, and award points or scholarships at various stages of the series to inspire students to create. To stimulate students to participate in research on relevant topics, publish articles promote the transformation of achievements and cultivate their scientific research ability and exploration spirit. At the same time, universities can also evaluate group awards and excellence awards, combined with the exhibition of the achievements of the activities, to enhance the sense of gain and accomplishment of students, and to maximize the motivation of students to participate in the construction of Internet civilization. Fourth, the assessment and supervision system. The Department of Academic Affairs, in conjunction with the Department of Personnel, establishes a scientific and effective assessment system, which incorporates various aspects of assessment such as ideological leadership, opinion output, interactivity, quality of activities, public opinion guidance, and service consultation. This system quantifies the assessment thresholds, formulates the promotion in favour of network ideological and political education workers, incorporates the assessment results into the main responsibility of teachers, as well as the inspection and supervision, and trains faculty members in various departments to become an expert in online ideological and political work.

4. Conclusions

As the most direct carrier of online ideological and political education in universities, the effectiveness of cultivating students is tightly related to the holistic optimization of the platform. Universities should actively respond to the challenges of the times, promote the integration and interoperability of the traditional advantages of ideological and political education with modern technology, and build a multilevel and multi-dimensional network education pattern. Universities should insist on enriching campus ideology and culture through the creation of positive online cultural works by teachers and students, and create an E-Class online education platform with humanistic care.

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