Innovative Research on Ideological and Political Education under Network Media Based on the Fuzzy Comprehensive Model

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Abstract
The purpose of this paper is to research on the Innovative research on Ideological and political education based on the network new media. The speed of updating content has made people's lifestyle more and more fashionable and fashionable. As one of the most widely used active users in the new media, college students are also vanguards in pursuit of fashion and trend. Network style and network language are used by more and more college students. This paper discusses the requirements of the construction of the quality evaluation system of network political education for college students and analyses the outstanding problems of the quality evaluation system of Ideological and Political Education under the condition of network new media in higher education. This paper puts forward the AHP model to strengthen the quality evaluation system of network ideological and political education in Colleges and universities.

Keywords: Innovative research, Ideological and political education, Network new media

1. Introduction
With the development of information society and the coming of new media era, the traditional, single and closed Chinese social environment has gradually transformed into a modern, diversified, open and competitive media. Mass media is mainly composed of television, newspapers, radio and Internet. It has profoundly influenced and changed people's thoughts, values and behaviors, especially frequent college students. In such a complex media environment, ideology, ideological and political education, aims to spread social values and ideology and moral cultivation and training of people, should be combined with the theory and practice of communication activities, promote reform, broaden their horizons and increase the effectiveness of the problem. Marx theory of Ideological and political education based on the relevant theories and research results, the use of communication and psychology in this paper, combined with the status quo and problems of the investigation, the effectivenes of the University Students Ideological and political education, analyze its influencing factors, and summarizes the inner principles and effective communication and accept the relationship. Finally, the way to realize the communication between Ideological and political education of college students in different systems is constructed. The specific research work is carried out in the following six chapters. The first chapter introduces the reasons, significance, current situation, research ideas, research methods, innovation and the definition of core concepts, which provides a train of thought for further research. The second chapter expounds the research field and theoretical basis of the effectiveness of Ideological and political education, and should be carried out on a certain theoretical basis for any scientific research (Leal, 2016; Nelson, 2017).

2. Principle analysis
AHP method analysis is also known to be due to the quality characteristics analysis. Its basic principle is that aiming at each characteristic or quality problems, using the method shown, layer by layer depth investigation and possible causes.

Between the social and economic phenomena, causality can be divided into several functional relationship, relationship, relationship factors, such as different types of deductions. In order to predict causal analysis in market forecasting, there are two common methods: regression analysis, econometric methods: regression analysis, econometric method.

Causality analysis application steps as follows (Higgins, 2015; Ismail, 2017):
(1) Using data analysis of causality between market phenomenon, as well as to determine the predicted target Variables;
(2) According to the type of causal relationship between variables, select the mathematical model, and through the operation, find the relevant parameters, build predictive models through statistical tests;
(3) Predictive analysis to determine the predictive value.

In today's rapid development of information network, all kinds of micro elements is becoming more and more frequently present in the public view. This article mainly aims at micro culture.

Micro-blogging in China has millions of users. Micro-payments is gradually leading e-commerce. Micro plastic quietly changed many people. Micro public welfare is with the power of the individual affects the
society. "Culture" has been gradually among social individual, and bit by bit changing people and people around the world (Alonso, 2015; Bay, 2015).

Network era of fast rhythm and real-time building for the production of micro culture, At the same time because of the network gather the staggering number of micro power, This growing penetration of micro culture step by step, it is also changing people's life (Phyak, 2015; Sonderskov, 2015).

3. Ideological and political innovation under network environment

New media has greatly changed people's way of life. The speed of updating content has made people's lifestyle more and more fashionable and fashionable. As one of the most widely used active users in the new media, college students are also vanguards in pursuit of fashion and trend. Network style and network language are used by more and more college students. In this new media is widely used in the time, do not know micro-blog, WeChat and other new media students seem to make people very unbelievable, let other students feel these people with their own does not seem to be living in the same time, the habit of the students called "College Students' life style is the new media quietly rewritten, they accustomed to online shopping, love to wear the latest styles, most wet clothes, cool, comparisons can be seen everywhere in the college students. They become the new media loyalists, electronic products, computer and mobile phone in the hands of upgrading the speed for the shame of other groups. Although the emergence of fashion, the trend of the way of life can bring some new industries and new crafts, promote economic development to a certain extent, but on the other hand they waste a lot of time and money, the consumerism increasingly prevalent wind, is not conducive to building a resource-saving and environment-friendly society. With the change of life style of college students, they are indifferent to Chinese traditional culture. Little is known about it. The development of Chinese excellent traditional culture is facing severe challenges. How to deal with the relationship between modern culture and excellent traditional culture, let students have a correct understanding and understanding of these two cultures, and build a strong socialist cultural power is another challenge for college students' Ideological and political education (Curini, 2015; Exarchos, 2015).

The content of socialist core values includes three levels: state, society and individual. The contents of these three levels are interrelated, interrelated and mutually promoted. They are organic and unified. Adhering to the socialist core values to guide and educate college students is very important for the healthy growth of college students, and is conducive to their maximum potential in the process of promoting economic and social development. Therefore, the ideological and political education of college students should be based on this. One is the ideological and political education of college students to grasp the latest achievements of the education China Marx doctrine, highlighting the main theme is to focus on education, patriotism, socialism and collectivism education, vigorously carry forward the fine traditional culture of the Chinese nation, to eliminate the negative impact of the market economy. Two, the colleges and universities should also pay attention to the propaganda work of the socialist core values. Through poster publicity and knowledge questions and answers to the students to publicize the relevant content of the socialist core values. Three, college level organizations, such as college students' associations and campus broadcasting stations, should also become the propaganda positions of the socialist core values. The community can organize some like to volunteer homes for the elderly, to the poor mountainous areas such as education practice the socialist core values concept of relevant reports, multi pass some practice the socialist core values of the positive energy. In a word, we should fully mobilize all the University forces that can be mobilized and carry out the propaganda of the socialist core values throughout the whole process of the construction of colleges and universities (Bloom, 2015; Claassen, 2015).
The ideological and political education of college students in the new media age should not only face the realistic space and time of school, family and society, but also face a larger and wider virtual time and space. In the era of new media being widely used, giving full play to the unique advantages of new media and constantly opening up new ways of Ideological and political education are of great significance for college students' Ideological and political education. We should make full use of the unique advantages of new media, strengthen the innovation of content and form, system and mechanism and means of communication, and build new media into a new platform for cultural dissemination of Ideological and political education. We should use new media to set up a number of theme websites for ideological and political education. For example, we can build a batch of CD-ROM website on the theme of "saving and environmental protection", calling on people not to waste food and develop a good habit of thrift and environmental protection. We can also set up a number of red websites on the theme of revolutionary spirit through the website. We should establish and propagate, educate, guide and encourage people to continue to carry forward the revolutionary spirit and maintain a good style of hard work. Besides, we should also focus on strengthening the dissemination and popularization of Ideological and political education, and speeding up the Sinicization, popularization and modernization of Marx doctrine. The teacher can use the network platform of micro-blog, Post Bar etc. to strengthen exchanges between students, can have some hot issues in anti-corruption, food safety or the students concerned about employment and the focus of discussions and exchange, make full use of the new media platform to guide university students to establish correct world outlook, outlook on life and values (Karrebæk, 2015; Klebanov, 2017).

The wide application of new media in teaching has also raised new and higher requirements for the work level of Ideological and political education workers in Colleges and universities. The traditional mode of education cannot fully adapt to the requirements of the development of the times. The educators should be good at combining the new media with the traditional media in teaching. Some of the current ideological and political education workers understand and access to new media is still relatively small, the ability to use new media is not strong, colleges should strengthen the training of teachers, more to teach them some new media knowledge, cultivate their ability to use new media teaching. Ideological and political educators should also strengthen self-study and be good at applying new media to teaching. When using new media to teach, ideological and political educators should learn to learn from each other's strengths and avoid disadvantages, and make the best use of new media. The relationship between the students' independent thinking and the selection of multimedia courseware should be properly handled, and the students' thinking space should not be snatching. The use of new media teaching to cultivate students' independent thinking ability and innovation ability, pay attention to the interaction with the students, pay more attention to the subjectivity of education, to explore a set of suitable for the requirements of the times and the needs of students teaching mode, make their work more adapt to the new era of education demand, work ability can meet the students demand.

Although the application of new media has brought many opportunities to college students' Ideological and political education, on the other hand, a lot of bad information in new media is extremely unfavorable for the physical and mental development of college students, so it is imperative to strengthen the supervision of new media information. It is necessary to adhere to the supervision of both specimens and treatment, comprehensive management, punishment and prevention, prevention mainly, and to strengthen the eradication of bad information from the source. We should mobilize the people of the whole society to supervise them, adhere to the leadership of the party committees, should be responsible for the government, social coordination and self-discipline. At the same time, the relevant laws and regulations should be perfected, and the mechanism of information monitoring and publishing should be strengthened. For colleges and universities, though we cannot control the spread of bad information from the source, we can strengthen management and supervision in the process of information dissemination, and always focus on information dissemination. Make full use of the network platform to track the students' information dynamics, find out their problems in time and correct them, and guide them to set up the correct value orientation through the establishment of network administrators, leadership and other measures to strengthen the network management and supervision. In a word, colleges and universities should take various measures to create a good information supervision environment. For college students, we should strengthen our political stand, strengthen our moral construction, set up the correct world outlook, outlook on life and values, consciously resist the influence of bad information, report timely bad news in new media, and persist in the civilized use of new media. In a word, we should fully mobilize the power of the whole society to jointly strengthen the supervision of information.

In the new media era, the diversity of information types and the uncertainty of information content have brought great challenges to the healthy growth of college students. To strengthen the media literacy education of college students in the new media era has become an important task in the ideological and political education of colleges and universities. Colleges and universities can strengthen college students' media literacy education through the following points: one is to pay more attention to the education of the media of college students. Universities should introduce media knowledge into the classroom. Media education should be institutionalized and institutionalized. Media professionals should be regularly invited to guide college students. Each school should be combined with the actual school development for the students in the school of media materials, media
education throughout all aspects of student education, through lectures, watching movies, listening to the report and other forms of activities to strengthen the media education, the students’ media literacy in the imperceptibly gradually improve. Two, the relevant departments in universities should increase investment in media literacy education, set up special media literacy education institutions, organize experts and scholars to carry out relevant theoretical research, and strive to create a good media literacy education environment. Three, college students themselves must realize the importance of enhancing their media literacy education in the new media era, and actively improve their media knowledge, Media Morality and media capabilities, and actively participate in the operation of media.

4. Experiment and analysis

Using AHP to determine the index weight set the AHP model is determined by the evaluation object, and helps to establish evaluation index system. According to the actual situation of colleges and universities, a scientific teaching quality evaluation index system is established. The evaluation index should be in accordance with the strict teaching rules, reflecting the essence of teaching, not only taking into account the characteristics of the development of colleges and universities, but also the development direction of education reform. In addition, the evaluation index has not only the integrity of the whole, but also the testability of the measurement.

In view of the above principles, we start from the three aspects of students, colleagues, leadership, focus on Evaluation of teaching attitude, teaching contents, teaching methods, teaching effect, comprehensive professional ability etc. respectively, according to different indicators to make excellent, good, qualified and unqualified four grade evaluation (Tolia, 2015).

It is worth noting that the teaching attitude, teaching methods, teaching content is the leadership, colleagues and students to evaluate the specific content of the same. Combined with the actual situation, the evaluation system of the leadership has increased the comprehensive business ability index. In the colleague evaluation, the teaching basic skill is used instead of the teaching effect. The function structure of AHP system was shown in Figure 2.

![Figure 2. The function structure of AHP system.](image-url)

The evaluation index hierarchy is shown in figure 1. the target layer is located at the top level, and the middle part is the criterion layer. Of course, according to the complexity of the research question, when the index design factor is more, no matter the criterion layer or the program layer can be divided into several sub layers, forming a multi-level index system.

Combined with the general teaching quality evaluation rules in Colleges and universities in recent years, the comprehensive evaluation of the quality of teaching can reflect the various factors, the establishment of the two evaluation indicators of the evaluation system, as shown in table 1. Of course, the specific evaluation content is not static, leadership, colleagues, students view the same point of view of the three aspects will be slightly different, this article is only due to limited space, it will simplify the unified evaluation of the content.

4.1. Multi-level fuzzy evaluation model

The collection of the important relationship between the indicators has a strong guiding role. The derivation of the weight set depends on the objective and scientific comparison of the index factors, so as to
realize the quantification of the data:

1. According to the index content to construct the judgment matrix $C$. The judgment matrix is according to the specific content of every level factor, considering the effect of a factor, according to the comprehensive. This small AHP methods for $a_i = 1/a_j$ and $a_j > 0$ are given for the network moral education. For example, in a $a_i = 7$ said the judgment matrix is very important, $a_j = 3$ said $a_j$ slightly more important.

2. Ranking of hierarchy weights derives the weight set. $C_{ij}$ is used to determine the matrix C normalized by column (Surette, 2017; Stanchevici, 2017).

$$C_s = \sum_{i=1}^{n} C_{ij}$$

The model firstly normalizes the sample data.

$$W_i = \frac{C_{ii}}{\sum_{j=1}^{n} C_{ij}}$$

The coefficient of variation is calculated as:

$$V_j = \frac{S_j}{M_j}$$

$W_i$ denotes the standard deviation of the index, and denotes the arithmetic mean of the index. The smaller $w_j$ is, the higher the degree of expert opinion coordination is.

There are general formulas for the calculation:

$$W = \frac{W_i}{\sum_{j=1}^{n} W_j}$$

3. Consistency test of judgment matrix. When comparing the evaluation factors, any one judgment error may lead to the emergence of unreasonable sort. CR is used as the introducing consistency. If $CR < 0.1$, it shows that the judgment matrix has satisfactory consistency, otherwise the judgment matrix is modified.

$$CR = CI / RI$$

$$CI = \lambda - n / n - 1$$

$$\lambda_{max} = \frac{1}{n} \sum_{j=1}^{n} C_{ij} W_j$$

The AHP method helps to construct the network moral education evaluation system, by using the rigorous scientific mathematical formula to achieve the qualitative analysis of the whole process of the problem, in order to improve the network moral education in Colleges and universities to provide a theoretical brace.

4.2. Test of fuzzy comprehensive teaching Network Moral Education system

After completing the design and implementation of fuzzy comprehensive teaching quality evaluation system, it is necessary to test and analyze its performance. Before the start of the teaching quality evaluation, evaluation index system of evaluation level, determined by the teaching management department, a user with administrator privileges through the backstage management simulation interface can add, modify and delete the one level and two level evaluation index systems. According to the analytic hierarchy process (AHP), the weights of each evaluation index system can be determined by the analytic hierarchy process (AHP). Participants in the evaluation of the quality of teaching to the evaluation of the teachers are evaluated.

The teaching quality evaluation system to hang on campus network is tested, students log in using their ID and password, this semester their courses online teaching quality evaluation. If students do not participate in the evaluation of teaching quality, will not be able to query the course of this semester, the results cannot be the next semester elective courses.

In this way, the universality and impartiality of the participants in the evaluation of teaching quality are guaranteed. A student evaluation of teaching test content is shown in Table 1.

<table>
<thead>
<tr>
<th>Evaluating Indicator</th>
<th>First Index</th>
<th>Two Index</th>
<th>Evaluation</th>
</tr>
</thead>
</table>

Table 1. A student evaluation of teaching test content
Teachers use the teacher ID and password to log in, with the same department of the teacher's teaching quality evaluation, if not involved in the evaluation, we cannot query results. Although the content of teaching evaluation is similar with the students', but the teaching quality evaluation index weight calculation is different, for a teacher test content is shown in Table 2.

**Table 2. The teaching quality evaluation index weight calculation**

<table>
<thead>
<tr>
<th>Evaluating Indicator</th>
<th>First Index</th>
<th>Two Index</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Study Attitude</td>
<td>Get Ready</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professional Ethics</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Professionalism</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td>Study Content</td>
<td>Instructional Objective</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key Points</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Project Completion</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td>Study Method</td>
<td>Learning Method Guidance</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inspire thinking</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Inspire interest</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td>Classroom Instruction</td>
<td>Classroom Discipline</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Language Expression</td>
<td>view</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Emergency Handling</td>
<td>view</td>
<td></td>
</tr>
</tbody>
</table>

### 4.3. Fuzzy comprehensive evaluation results

All the departments and departments of the school can not only evaluate the teachers of the Department, and but also help the administrators of the educational administration department evaluate the teachers. During the evaluation period, after the students object evaluation teachers, teacher assessment and peer academic management staff including the school faculty leadership of teacher’s evaluation, fuzzy comprehensive evaluation of the teaching quality network moral evaluation system based on the model of teaching quality evaluation index system weight automatic calculation, dynamic fuzzy comprehensive evaluation of the evaluation result. After the evaluation of all the staff, the teacher teaching quality evaluation of the level of the content is shown in Table 3.

**Table 3. The teacher teaching quality evaluation of the level of the content**

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Title</th>
<th>Curriculum</th>
<th>Score</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Lee</td>
<td>XX</td>
<td>XX</td>
<td>84</td>
<td>view</td>
</tr>
<tr>
<td>2</td>
<td>W.H</td>
<td>XX</td>
<td>XX</td>
<td>97</td>
<td>view</td>
</tr>
</tbody>
</table>
We can also click on the "view" to see a teacher's evaluation of specific scores and results analysis. If a fuzzy comprehensive evaluation index score is very high, recommendations continue; if poor, factor two levels fuzzy comprehensive evaluation index of the specific value of poor, and put forward the direction. The leaders of the various departments of the school can only view the evaluation information of the teachers of the Department, and the administrative staff of the educational administration department and the staff of teaching supervision can check the evaluation information of all the staff of the school. After the end of the evaluation, the school can be based on the specific circumstances of the school by the academic affairs department staff announced the final fuzzy comprehensive evaluation results.

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