

Building a New Mode of "Internet +" Anti-drug Education and Publicity

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Abstract

We should attach great importance to drug prevention education among teenagers, persevere in the publicity of drug prevention education, and promote its normalization and standardization. In the face of the drug prevention education for teenagers, there are problems such as single education form, weak teachers, lagging education content, serious formalism and lack of pertinence. It is necessary and feasible to realize educational resource sharing, pertinence and timeliness with the help of "Internet +" platform which has the basis of network environment. Build a new "Internet +" education and publicity model, and build an "Internet +" drug prevention education service platform to improve the effectiveness of drug education.

Keywords

Anti-drug propaganda; Drug prevention education for teenagers.

1. Preface

According to the 2021 China Drug Situation Report, through a year's efforts, the overall positive trend of the national drug situation continues to be consolidated and expanded... Online drug trading is more active, the number of drug abuse continues to rise, the external environment facing China's anti-drug fight is more complicated, and the domestic drug situation has been new changes in the domestic drug situation. Although the domestic drug situation is improving all the way, prevention education is still the most effective way to reduce the demand for drugs, among which drug prevention education among teenagers is very important.

2. Problems Existing in Drug Prevention Education

From the perspective of the current education system, the growth stage of teenagers is dominated by the campus, from the family to the society, and its buffer function is still dominated by the school. Therefore, China's youth drug prevention education mainly focuses on school education. From a macro perspective, relying on the development of the "June 27" youth drug prevention education project, China has achieved the full coverage of drug prevention education in primary and secondary schools, but after years of implementation, the teaching effect is not remarkable. In the traditional drug prevention education for adolescents, such phenomena as weak faculty, single form of education, backward teaching content, serious formalism and fixed teaching time still exist.

2.1. Weak teaching staff and uneven professional quality

At present, the number of primary and middle school students drug prevention education teacher shortage, most of the first school ability equipped with professional teachers, usually by the school other subject teachers concurrently drug prevention education course, and the

teaching mode, although to a certain extent, make up for the vacancy of drug prevention education, but the lack of full-time teachers dedicated to preparing lessons to become fragmented class meetings. Secondly, the majority of primary and secondary school teachers in the country have no professional drug prevention knowledge reserve, nor have they received systematic and comprehensive drug control education and training. Coupled with the use of teaching cases and data that have not been updated for a long time especially for the latest synthetic drugs and new psychotropic substances on the market, still lags behind.

2.2. Educational form is single and the educational effect is limited

Traditional drug prevention education, mainly by the teacher one, most of the teaching content is according to the Ministry of Education issued textbooks, or through lectures, brochures, newspapers, blackboard form, under the scripted and threatening education, most students appear resistance, often to deal with, this leads to its cannot really grasping the relevant knowledge reserves. Drug prevention education among teenagers needs to integrate drug control education with survival education, life education and life education, so as to truly cultivate their understanding of drugs and develop the ability to prevent and resist drugs.

2.3. Teaching content lags behind and lacks professional teaching materials

Today's era is the era of the development of globalization, foreign exchange activities are becoming more and more common, drug types constantly renovation, drug trafficking rapid change, lead to drug prevention education work is difficult to synchronize update, relevant experts point out that so far, as an anti-drug teaching book, not a textbook approval committee approval of the Ministry of Education. In the new drug situation, the lagging teaching content and the lack of professional teaching materials largely lead to the young age group b more familiar with traditional drugs, but they know little about many ordinary synthetic drugs and new ones with psychoactive substances, which is likely to lead to them astray.

2.4. Education concept is one-sided, and form is more important than substance

Due to the existence of subjective and objective factors, our country, intelligence and physique comprehensive development of education, excessive wisdom, lead to the current education system pursuing "high graduation rate" and the lack of education department management, many schools did not attach great importance to drug education, subjectivity that the current students drug situation is not outstanding, so also need not emphasize the importance of drug education.

Many schools in drug prevention education, although issued the relevant teaching materials, but only as students' extracurricular books, no professional guidance and teaching, cannot guarantee the quality of drug prevention education, teenagers such "formalism" also confirmed the actual effect of many school drug prevention education work is satisfactory, more is a form than substance.

3. Advantages of "Internet + Drug Prevention Education"

Under the new historical background, "Internet +" combined with drug prevention education will break the restriction of time and space and provide more and more efficient communication channels. However, "Internet + drug prevention education" cannot replace school education, but can change the basic business process of schools. Therefore, "Internet + drug prevention education" is an upgrade project of traditional prevention education. Therefore, with the help of information and Internet platforms, the Internet is deeply integrated with the cause of drug prevention. By taking advantage of the advantages of the Internet, which is easy to find and easy to share, it gives full play to the optimization and integration role of the

Internet in the allocation of social resources and builds a new mode of prevention education. Strengthen the shortcomings of traditional drug prevention education and promote the conformal development of "Internet + drug prevention education".

3.1. Realize the sharing of educational resources and promote balanced development

"Internet + drug prevention education" is based on the characteristics of the Internet and the limitation of time and space, enabling the new integration and reorganization of drug prevention education resources and teachers. Through the high allocation and resource integration of the network platform, drug prevention education can help not to be restricted by traditional prevention education resources. Only need a mobile education terminal, education resources reasonable optimized after more comprehensive information and rich teaching content can break the limitation of time area, for teenagers unlimited learning, break through the limitations of traditional drug prevention education, drug prevention education resources and achievement sharing, promote the balanced development of drug prevention education.

3.2. Improve the platform construction and enrich the content and forms

In the form of new media and multi-platform parallel, teenagers' self-awareness is constantly growing, so the requirement of "content is king" is particularly prominent. One is combined with the common fragmentation of contemporary reading habits, using WeChat, Weibo, TikTok, live platform popular with teenagers network platform, collect the hot issues on the network, seize the curious psychology, the latest drug situation with short, interesting, close to life in the form of graphic and short video transfer to the youth group can more efficiently for anti-drug propaganda and knowledge popularization. Second, make full use of the Internet powerful interactive function, attaches great importance to the platform of interactive channel construction, convenient teenagers active access to effective information, preset high quality, accuracy of automatic reply content, using easy wit language artificial reply way real-time or regular service users personalized problems to adapt to the actual needs of drug prevention education. Third, to open the anti-drug theme activity channel. Users can learn relevant knowledge through the anti-drug resource database, enter the function menu to complete different types of questions such as selection and judgment questions, learn more small knowledge related to drug control and consolidate relevant skills, so as to consolidate the effect of anti-drug knowledge learning. We can also set up a channel for volunteer activity registration and development to stimulate the users' internal motivation to participate in anti-drug activities.

3.3. Realize the precision of education and improve the teaching quality

"Internet + drug prevention education" can turn the "rough" traditional drug prevention education to "precision". Faced with teenagers of different ages, their physiological and psychological characteristics, knowledge level and cognitive ability are also different. Therefore, "Internet + drug prevention education" can focus on their stage characteristics in a different and targeted way. Drug-control education should build a horizontal system. The primary purpose of anti-drug education for pupils is to keep them away from drugs. No need for pupils to "fight" with drugs; anti-drug education in junior high schools should make students understand why people try drugs, and learn how to reject drugs; in middle school, high school students need to consolidate their knowledge of drug control. Also, they need to learn about drug law knowledge and rational understanding of the drug problem; The drug education for college students should first be listed as the goal of drug education, Keep it away from drugs, For a hard life; second, to gradually train them as anti-drug education volunteers, participation in anti-drug education activities, enhance the awareness of drug control in the whole society; the dimension of drug education should provide a more comprehensive understanding of drug

work on the basis of university education, action rather than passive participation in anti-drug theory or related practical research. Using big data flow analysis, capture the public preference for anti-drug content and focus on content direction, for youth group focus, by providing customized anti-drug propaganda strategy, rich learning form, improve the teaching content and structure, set for different age groups to make it easy to accept anti-drug propaganda content true according to their aptitude, stimulate the subjective initiative of youth group. The diversified anti-drug publicity materials such as: anti-drug comics, anti-drug fun small games, anti-drug knowledge, diversified anti-drug offline propaganda strategy, classification, teachers through online Internet education and offline traditional education, according to their aptitude make students gain knowledge greatly increased, achieve the effect of drug prevention education.

3.4. Pay attention to the timeliness of the content and reduce the waste of resources

According to the National Drug Laboratory, the rapid development and spread of new psychoactive substances is a prominent problem facing the world, while the new psychoactive substances are still blank in the traditional drug prevention education. Teenagers are in the age stage of continuous improvement of cognitive level, and strong curiosity is a prominent feature. Due to their serious lack of social experience, both cognitive ability and consciousness level are limited, so they are very easy to eat new psychoactive substances wrapped in ordinary food packaging.

Drug control science popularization is the key content of drug prevention education, and also the core task of "Internet + drug prevention education". Using online resources, we regularly push high-quality anti-drug videos to young users, update the knowledge points of anti-drug publicity, and provide electronic versions of anti-drug education brochures to provide cutting-edge and accurate drug prevention knowledge.

"Internet + drug prevention education" can largely make up for the traditional drug information content in the prevention education lag shortcomings, eliminate space-time limit, reduce many unnecessary communication links, such as orders, print books, transportation steps, greatly improve the information transmission update speed, effectively improve the timeliness of drug prevention education.

4. Enlightenment of "Internet + Drug Prevention Education"

Although the "Internet + drug prevention education" model has many advantages, because the domestic Internet education is still in the early stage of development, many places need to pay attention to and pay attention to the standardized network laws and complex network environment.

4.1. Strictly observe the media pass and shape the authority of discourse

In the face of the diversified and complex network environment and the media era of information explosion, it is very important to correctly select, judge and extract effective information. Whether the information is true, legal and safe depends on the legal awareness and media quality of the publisher. As a public platform, we should strictly observe the media pass. In the face of a large number of anti-drug publicity and education content on the Internet have repeated and similar phenomena, and even many inaccurate contents and wrong data phenomena, which to some extent reduce the trust of teenagers in the publicity content, which is not conducive to their learning and understanding of anti-drug knowledge.

4.2. Improve copyright awareness and strictly prevent infringement acts

Driven by network technology, the dissemination modes and means of various information are more and more diversified, the mutual penetration between different channels, and the business model of the industry is more and more blurred. News media platform in communication brought great convenience to work at the same time, also objectively to the work copy and spread provides convenient, so in operation at the same time should avoid by all means not with the author and source, without the consent of the author and others such as infringement phenomenon, violating the legal rights, and credibility crisis to the platform.

4.3. Improve the supervision system of "Internet + drug prevention education"

The most important link of drug prevention education is to be recognized and valued by the grass-roots education system. "Internet + drug prevention education" is undoubtedly a new path of drug control work, but without the lack of practical practice and constraints, the visible education results cannot be consolidated and continued. And "Internet + drug prevention education" is to use the Internet to replace the role of traditional education, but the main object or teachers and teenagers, teenagers in learning is vulnerable to information interference, lack of self-discipline, so to establish to adapt to the age of the Internet drug prevention education supervision mechanism, guarantee the quality and effect of the Internet prevention education.

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