

Research on the Innovative Path of Empowering Counselors to Facilitate the Integration of Ideological and Political Education and Academic Atmosphere Building in the Digital Age

Xiao Liu^{1, *}, Xinna Wang²

¹ College of Earth Science and Technology, Southwest Petroleum University, Chengdu, China

² College of Earth Science and Technology, Southwest Petroleum University, Chengdu, China

* Corresponding Author: Xiao Liu (479397816@qq.com)

Abstract: In the context of deep penetration of digital and intelligent technologies in higher education, the deep integration of ideological and political education and academic atmosphere building has become a core proposition for university education. Counselors, as the front-line practical entities, their role positioning and work models directly affect the effectiveness of education. This paper, guided by "cultivating virtue and fostering talents", adopts literature research method, case analysis method, and questionnaire survey method to analyze the theoretical logic, practical dilemmas, and practical basis of counselors' empowerment for the integration of the two. The research finds that there are problems such as insufficient integration of concepts, superficial application of technology, and the absence of a collaborative mechanism. Based on this, from the dimensions of concept innovation, content reconstruction, method innovation, and mechanism guarantee, a "three-in-one" integration path of "ideological and political guidance - technology empowerment - academic atmosphere cultivation" is proposed, providing theoretical references and practical models for enhancing counselors' educational capabilities.

Keywords: Digital Age, Counselor, Ideological and Political Education, Academic Atmosphere Building, Integrated Education.

1. Introduction

1.1. Research Background and Significance

The report of the 19th National Congress of the Communist Party of China clearly stated "deeply implement the new era's education on cultivating virtue and fostering talents", and ideological and political education as the main channel for values shaping is highly consistent with academic atmosphere building, which is the "life line" of talent cultivation[1]. Digital and intelligent technologies have reshaped the educational field of universities, providing new support through big data for precise education and VR immersive experiences, but also bringing challenges such as students' confusion about values and the disintegration of online academic atmosphere.

Counselors, as the front-line organizers, the exertion of their bridging and connecting role directly determines the effectiveness of integration. This research is based on the practice of counselors, exploring the innovative path of digital empowerment integration, responding to the requirements of the "Opinions on Strengthening and Improving Ideological and Political Work in the New Era[2]", and providing a practical solution to the problem of collaborative education, having both theoretical and practical value.

1.2. Domestic and Foreign Research Status

Foreign research focuses on the integration of values education and learning behavior, such as Dewey's "learning by doing" theory emphasizing practical integration[10], and Stanford University using big data to support academic atmosphere intervention, but lacks research on the specific category of "ideological and political education" and the

adaptability of the counselor system. Domestic research is concentrated in three aspects: first, integration mechanism, such as Zhang Leisheng (2022)[4] proposing the guiding role of ideological and political education, Li Bin (2023) [5] constructing a "soft guidance+hard constraints" mechanism; second, application of digital and intelligent technologies, such as Wang Shuyin (2021)[6] exploring the value of big data learning situation analysis, but focusing on the classroom and neglecting the participation of counselors; third, research on the single role of counselors, such as Chen Chengwen (2023)[8] proposing [8]"grid management" of academic atmosphere, but lacking a perspective of integration of the three.

The existing research has problems such as insufficient systematic integration, superficial empowerment by technology, and insufficient practical relevance. This research builds a "digital technology-ideological and political education-academic atmosphere building" integration framework with counselors as the core, filling the research gap.

1.3. Research Methods and Innovation Points

The research adopts: First, literature research method, sorting out policies and academic achievements, clarifying the theoretical basis; second, case analysis method, analyzing the practices of 3 different types of universities, extracting experience and problems; third, action research method, combining frontline work to reflect on practical difficulties.

Innovation points: First, perspective innovation, constructing a "three-in-one" integration framework with counselors as the bond; second, path innovation, proposing a "three-in-one" operational path; third, content innovation, elevating technology empowerment from the tool level to the

height of mechanism reconstruction.

2. Core Concept Definition and Theoretical Foundation

2.1. Core Concept Definition

The digital age is a stage of deep integration of digitalization and intelligence, supported by big data, AI, VR, etc., presenting the characteristics of "data-driven, scene integration". In universities, it is manifested as the digitalization of resources and the precision of education. Counselors in the integration have three roles: "value guide", "learning supervisor", and "technology application promoter", connecting theoretical teaching and daily management. Ideological and political education and academic atmosphere construction integration aims to achieve the goal of cultivating virtue through education. It forms a "ideological guidance-behavioral formation" closed loop through coordinated concepts and integrated content. In the digital age, it has more characteristics of "precise alignment and diverse scenarios".

2.2. Theoretical Foundation

The theory of cultivating virtue through education clearly states that the fundamental of education lies in the cultivation of moral qualities. The integration of ideological and political education and academic atmosphere construction is the implementation of task coordination. The practice of counselors is the key path. The theory of technology empowerment for education emphasizes that technology promotes the transformation of educational models, providing data support and scenario construction tools for counselors. The theory of collaborative education advocates that multiple entities cooperate to form a synergy, with counselors being the core node of the education network. The theory of precise education emphasizes individualized education, and digital technologies provide support for building students' "thought-learning" dual portraits[711].

3. Realistic Challenges in the Digital Age Integration

3.1. At the Conceptual Level: Cognitive Bias and Insufficient Technological Literacy

Some counselors separate ideological and political education and academic atmosphere construction as "classroom teaching" and "disciplinary management", ignoring the driving role of value guidance in learning behaviors. At the same time, they lack technological literacy, most only know basic office software, have a superficial understanding of big data and VR, and equate technology with "onlineization", without recognizing its value in precise education.

3.2. At the Content Level: Education Disconnection and Insufficient Digital Supply

The disconnection of content is manifested as "threefold disconnection": theory and practice are disconnected, such as integrity examination education not being connected to the moral chapters of ideological and political education; online and offline are disconnected, online resources are mostly video playback, lacking the extension of offline activities;

commonality and individuality are disconnected, ideological and political education content is unified, and counselors find it difficult to convert individualized problems into educational content. The insufficient digital supply is reflected in the lack of a systematic integration resource library, existing resources are fragmented and updated late, making it difficult to meet differentiated needs.

3.3. At the Method Level: Single Model and Surface Application of Technology

The education model is still dominated by "administrativeization", ideological and political education relies on theme class meetings, and academic atmosphere management focuses on attendance checks. Online activities are only a migration of offline activities. The surface application of technology is manifested as: data collection is only used for statistics, without profile analysis; online activities pursue participation rate but lack ideological depth; VR scenarios are only simple visits, without integrating with themes such as academic integrity.

3.4. At the Mechanism Level: Lack of Collaboration and Insufficient Guarantee

The lack of collaboration mechanism is reflected in the absence of digital platforms for school and local cooperation, lack of communication among teachers and students within the school and medical departments, and insufficient channels for student participation (only 15.6% of universities have channels for student resource construction). The insufficient guarantee of evaluation is manifested as: evaluation focuses on ideological and political scores and academic atmosphere pass rates, lacking dimensions of integration effectiveness; funds and equipment are lagging, and training only emphasizes technical operations while neglecting concepts and methods[9].

4. Practical Basis: Case Analysis

Selecting cases from A (comprehensive type), B (science and technology type), and C (literature type) universities, the common experiences are extracted. University A builds a "ideological and political - academic atmosphere dual portrait system", collecting three types of data to form student portraits, and after stratified intervention, the consistency of students' cognition and behavior has increased by 35.6%, and the failure rate has decreased by 8.2%. University B creates a "VR immersive scene", restoring red research scenes, organizing experiences and discussions, and the participation rate of ideological and political education among science and technology students has increased from 42% to 78%, and academic misconduct has decreased by 90%. University C operates an "online integrated community", attracting multiple entities to participate, setting up three sections, combining data for selection and incentives, the excellent rate of ideological and political education has increased by 28.7%, and the activity participation rate is 85%.

Case: Technology needs to be aligned with the needs of education, content needs to form a "theory-practice" closed loop, mechanisms need to strengthen multi-party collaboration, and at the same time, problems such as insufficient depth of technology and incomplete guarantee are exposed.

5. Innovation Path Construction

5.1. Conceptual Innovation: Establishing the "trinity" education concept

Counselors need to establish the concept of "ideological and political guidance-technology empowerment-academic atmosphere cultivation": First, strengthen the integration cognition, integrating value guidance into academic atmosphere construction, such as integrating attendance into integrity education; Second, deepen the understanding of technology-driven education, shifting from tool application to precise support for education; third, implement the student-centered concept, encouraging participation in resource construction. Universities should conduct specialized training on "theory+case+practice" to enhance the integration skills of counselors.

5.2. Content Reconstruction: Build a Digital-Intelligent Integrated System

Construct a three-dimensional system of "theory+practice+digital": The theoretical module is integrated and formed into topics such as "ideals and aspirations and academic planning"; the practical scenarios are constructed using VR for red study tours, and big data is used for academic atmosphere diagnosis; the digital content is diversified, and a resource library and interactive platform are established. Establish a dynamic update mechanism, attract students to establish creative studios to enhance the affinity of the content.

5.3. Method Innovation: Build a Digital-Intelligent Multifaceted Model

Innovate three types of methods: precise education, based on dual-profile stratified intervention, focusing on individual students with "one person, one policy", and key students playing a demonstration role; interactive education, strengthening multi-subject interaction through live broadcasts, salons, and themed check-ins; scenario-based education, creating "online mini-program+offline experience area", organizing academic atmosphere competitions. Promote the integration of classrooms and management, such as connecting ideological and political course assignments with class academic atmosphere surveys to form a practical closed loop.

5.4. Mechanism Guarantee: Establish a Collaborative Guarantee System

Build three major mechanisms: multi-party collaboration mechanism, establishing a working group led by counselors, building school-local-enterprise platforms and student consultation meetings; scientific evaluation mechanism, establishing a three-dimensional system of "process+result+feedback", incorporating it into the evaluation of professional titles; resource guarantee mechanism, increasing investment in funds, establishing a capacity development center and cross-university resource sharing platform[3].

6. Conclusion and Outlook

6.1. Research Conclusion

The integration of ideological and political courses and

academic atmosphere construction is an inevitable requirement for cultivating virtue and fostering talents, and counselors are the core subjects; currently, there are fourfold dilemmas in terms of concepts, content, methods, and mechanisms, with the core problem being insufficient integration cognition and technology application; digital-intelligent technology enhances effectiveness through precise profiling and immersive scenarios; the "four-in-one" path can effectively leverage the empowerment role of counselors and promote deep integration.

6.2. Shortcomings and Outlook

Shortcomings: Limited case coverage, lack of long-term data for effectiveness evaluation, insufficient research on technical risks. In the future, it is possible to expand the research scope for comparative studies, establish a long-term evaluation mechanism, strengthen research on technical ethics, explore the application of generative AI and other new technologies, and promote the upgrading of integrated education.

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