

Research on the Effectiveness of Ideological and Political Education for College Students in Private Universities

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Abstract

As an important component of China's modern higher education system, private colleges and universities shoulder the sacred and arduous mission of moral cultivation, cultivating socialist qualified builders and reliable successors. In the new era, diverse social ideological trends intertwine and collide, network information spreads rapidly and in an all-round way, and the ecological environment of college students' ideological cognition and value orientation has undergone profound changes. Under such complicated background, ideological and political education work in private universities is facing unprecedented new situations, new difficulties and new challenges. The prominent problem of insufficient practical effect of ideological and political education has gradually become a key bottleneck restricting the high-quality connotative development of private higher education. Combined with the distinctive operation characteristics of private universities, unique management mode and the actual ideological status, psychological characteristics and growth demands of contemporary private college students, this paper deeply sorts out the prominent practical problems existing in the current ideological and political education effectiveness of private college students, analyzes the deep institutional, environmental, subject and objective causes behind the problems, systematically explores scientific optimization paths, long-term operation mechanisms and practical implementation strategies to continuously improve the actual effectiveness of ideological and political education. The research results can provide reliable theoretical support and operable practical reference for private universities to firmly implement the fundamental task of fostering morality and cultivating people, innovate and optimize ideological and political education work system, consolidate ideological and political positions on campus, and promote the comprehensive moral, intellectual, physical, aesthetic and labor development of young college students.

Keywords

Private Universities; College Students; Ideological and Political Education; Educational Effectiveness; Moral Education.

1. Introduction

1.1. Research Background

With the steady advancement of popularization, popularization and popularization upgrading of China's higher education cause, private higher education has achieved leap-forward development in scale, quality and structure, and has grown into an irreplaceable important pillar of the national higher education pattern. Relying on flexible and diversified school-running mechanisms, market-oriented talent training orientation, flexible professional setting and efficient school-running efficiency, private universities continuously transport a large number of applied, technical and compound practical talents to all walks of society, effectively

alleviating the pressure of social talent demand and enriching the diversified development pattern of higher education in China.

College students are the reserve power of national construction, the inheritor of national spiritual culture and the important backbone realizing the great rejuvenation of the Chinese nation. Their political literacy, ideological cognition, moral accomplishment, value pursuit and behavioral norms are closely related to the long-term stability of the country, the inheritance of national spirit and the sustainable development of social undertakings. Ideological and political education is the fundamental core work of colleges and universities, which undertakes the important functions of guiding college students to establish scientific world outlook, outlook on life and values, firm ideal and belief, shape good moral character, resist wrong ideological trends and consolidate ideological political positions. Doing a good job in ideological and political education and continuously improving its actual effectiveness is the inherent requirement and primary responsibility of all colleges and universities.

Entering the new development stage of the new era, China's social economy, cultural structure, interest pattern and public opinion environment have undergone profound and complicated changes. Various multicultural thoughts, liberal thoughts, utilitarian thoughts and individualistic thoughts spread and permeate among college groups [1]. At the same time, digital information technology, new media platforms and network communication ecology have rapidly risen, making the Internet the main position, main channel and main carrier for contemporary college students to obtain information, express opinions, interact and communicate, and shape cognition. The popularization of short videos, social platforms, interactive communities and fragmented reading has greatly broadened the information vision of college students, enriched their ways of knowing the world, and also brought unprecedented opportunities for the innovation and development of ideological and political education. However, massive redundant information, false network public opinion, western distorted values, negative emotional guidance and fragmented cognitive habits also seriously impact the mainstream ideological guidance work, increasing the difficulty and complexity of ideological and political education.

Compared with public colleges and universities, private universities have obvious differences in school-running nature, financial source guarantee, management system, faculty configuration, student source structure and educational operation mode. For a long time, restricted by operational benefits, development orientation and resource allocation, ideological and political education in many private universities generally faces problems such as insufficient strategic attention, formalized educational work, rigid teaching mode, insufficient resource guarantee, weak practical links and disjointed online and offline education. Ideological and political education content cannot closely fit the actual ideological needs of students, educational methods cannot adapt to the cognitive characteristics of young people, and educational effects are difficult to internalize into ideological consciousness and externalize into conscious behavior. The phenomenon that ideological and political education stays on the surface, cannot go deep into students' hearts and cannot achieve expected educational goals is relatively common, and the problem of insufficient educational effectiveness is increasingly prominent.

The *Opinions on Deepening the Reform and Innovation of Ideological and Political Theory Courses in Schools in the New Era* issued by the central government clearly emphasizes that colleges and universities at all levels should adhere to moral cultivation as the fundamental task, comprehensively improve the quality and level of ideological and political education, continuously enhance the pertinence, affinity and actual effectiveness of ideological and political education, and promote the innovative development and high-quality construction of ideological and political education according to their own school-running characteristics and actual educational conditions. Under this important policy orientation, carrying out in-depth,

systematic and targeted research on the effectiveness of ideological and political education for college students in private universities, sorting out practical dilemmas, exploring root causes and putting forward countermeasures, is not only an inevitable political requirement to implement national education policies and implement moral cultivation tasks, but also an inevitable choice for private universities to optimize internal management, strengthen connotative development, improve talent training quality and enhance comprehensive school-running competitiveness [2].

1.2. Research Significance

1.2.1. Theoretical Significance

At present, domestic academic research on ideological and political education in colleges and universities is relatively rich, but most achievements focus on public universities, and targeted, systematic and in-depth special research on private universities is relatively insufficient. Combined with the independent school-running system, market-oriented operation characteristics and unique student group characteristics of private universities, this study sorts out the objective laws of ideological and political education work in private universities, summarizes the cognitive characteristics, psychological laws and value demands of private college students, systematically analyzes the internal logical relationship between educational mode, resource allocation, management mechanism and ideological and political education effectiveness, and further enriches and improves the theoretical system of ideological and political education in private higher education.

The research makes up for the shortcomings of existing academic achievements in insufficient pertinence, single research dimension and incomplete theoretical framework of private university ideological and political education effectiveness. At the same time, combining the new media environment, new era requirements and the law of young people's growth and development, it optimizes and refines the relevant theoretical structure, expands the research scope of college ideological and political education theory, and provides important theoretical supplements for the diversified, hierarchical and precise development of ideological and political education theory in China.

1.2.2. Practical Significance

This study closely focuses on the actual existing dilemmas of ideological and political education construction in private universities, accurately grasps the specific manifestations, development trends and deep-rooted causes of insufficient educational effectiveness, and puts forward a series of practical, operable and adjustable optimization paths, improvement strategies and long-term guarantee mechanisms that conform to the actual situation of private universities. The research results can directly guide private universities to adjust educational ideas, optimize teaching content, innovate educational methods, strengthen team construction and improve evaluation mechanisms.

By continuously improving the effectiveness of ideological and political education, it can effectively guide private college students to resist wrong ideas, firm political beliefs, establish correct values, shape good moral qualities, alleviate psychological confusion and standardize daily behaviors, and promote the healthy growth and all-round development of students. At the same time, it helps private universities standardize educational work, highlight school-running characteristics, consolidate campus ideological positions, optimize internal educational governance system, enhance core competitiveness and sustainable development ability, so that private higher education can better shoulder social responsibilities, fulfill educational missions and serve national talent strategic development.

1.3. Research Status

Domestic scholars have carried out a great deal of exploration around college ideological and political education effectiveness, forming abundant research results involving curriculum ideological and political construction, classroom teaching reform, practical education activities, counselor team construction, new media ideological and political education, home-school social collaborative education and effect evaluation mechanism. Some scholars have focused on the special situation of private universities, analyzed the practical difficulties of ideological and political education from the aspects of faculty stability, financial investment guarantee, school-running management system and student source differences, and put forward preliminary suggestions such as enriching educational content, innovating classroom teaching forms and strengthening practical practice links [3].

However, overall, the current domestic research still has obvious deficiencies. Most studies stay at macro theoretical analysis, lack detailed and in-depth research combined with the actual operation logic of private universities and the distinctive ideological characteristics of private college students; research on long-term operation guarantee mechanism, scientific effect evaluation system and normalized public opinion guidance mechanism is relatively weak; innovative integration paths of new media, network ideological and political education and professional curriculum ideological and political education are not deep enough; systematic research on whole-staff, whole-process and all-dimensional ideological and political education system construction of private universities is insufficient.

Foreign higher education institutions do not have the identical concept of ideological and political education as China, but they carry out systematic value guidance, citizenship education, moral education, quality education and social practice education through general education, civic literacy courses, campus cultural construction and social public welfare activities. Foreign education pays attention to life orientation, practical experience, individualized guidance and diversified influence, emphasizes the combination of theory and practice, internal cognition and external behavior, and forms relatively mature value shaping education mode. These educational concepts, operation modes and practical experience provide important reference and enlightenment for optimizing ideological and political education methods and improving educational effectiveness in Chinese private universities.

1.4. Research Methods

This paper adheres to the combination of theory and practice, qualitative analysis and quantitative analysis, and adopts three main research methods to carry out the whole research process.

First, literature research method. Collect, sort out and summarize national education policies and documents related to ideological and political education, private higher education development, educational effectiveness evaluation, as well as domestic and foreign academic papers, monographs and research reports on college ideological and political education, sort out relevant theoretical basis, research status and existing achievements, and lay a solid theoretical foundation for the whole study [4].

Second, questionnaire survey method. Select college students, ideological and political theory teachers, professional teachers and counselors from many representative private universities to carry out questionnaire investigation and interview research, collect actual data of current ideological and political education work, understand students' cognitive attitude, learning experience, demand suggestion and existing confusion, objectively reflect the current situation and prominent problems of insufficient educational effectiveness.

Third, case analysis method. Select typical private universities with outstanding achievements and distinctive characteristics in ideological and political education construction, conduct in-depth analysis of their educational mode, operation mechanism, activity form and practical

effect, summarize replicable, popularizable advanced experience and effective working paths, and provide practical reference for the overall improvement of ideological and political education effectiveness in private universities.

2. Connotation and Importance of the Effectiveness of Ideological and Political Education in Private Universities

2.1. Core Connotation

Ideological and political education effectiveness refers to the actual educational effect, long-term value influence and goal realization degree formed by ideological and political education activities in guiding students' ideological cognition, standardizing daily behaviors, shaping value concepts, strengthening ideal beliefs and promoting comprehensive development. It is not only the immediate effect of classroom teaching and educational activities, but also the long-term internalization effect, behavioral transformation effect and personality shaping effect of education.

Combined with the school-running positioning and educational characteristics of private universities, the core connotation of ideological and political education effectiveness is mainly reflected in four dimensions. First, ideological guidance effectiveness, which can effectively guide students to identify mainstream socialist values, firm political stance, distinguish right from wrong ideas and resist negative wrong trends. Second, behavioral norm effectiveness, which promotes students to transform political cognition and moral cognition into conscious code of conduct, abide by campus rules and social morality, and standardize daily words and deeds. Third, growth support effectiveness, which responds to students' ideological confusion, psychological pressure and practical growth demands, solves actual problems in study, life and employment, and accompanies healthy growth of young people. Fourth, whole-process education implementation effectiveness, which integrates ideological and political education into professional teaching, student management, campus culture, practical practice and employment guidance, realizing full coverage and whole-process influence of education.

In essence, effective ideological and political education in private universities enables students to truly accept, identify and practice mainstream ideological and political theories, realize the unity of knowledge and faith, theory and practice, internal spiritual improvement and external behavioral norms, integrate ideological and political literacy improvement into the whole link of talent training, and truly realize the educational goal of moral cultivation.

2.2. Importance of Improving Effectiveness

Firstly, it is an inevitable requirement to implement the fundamental task of fostering morality and cultivating people. Moral cultivation is the primary task of higher education. Only by continuously improving the effectiveness of ideological and political education can private universities adhere to the correct political direction of running schools, implement national education policies, and fulfill the fundamental responsibility of cultivating people for the party and the country [5].

Secondly, it is a realistic need to promote the all-round development of college students. Contemporary private college students face pressure from study, employment, interpersonal communication and psychology. High-quality and effective ideological and political education can optimize students' psychological quality, shape healthy personality, establish positive life pursuit, and promote their comprehensive development in morality, intelligence, physical education, aesthetics and labor education.

Thirdly, it is a key measure to promote high-quality connotative development of private universities. Ideological and political education level directly determines talent training quality and school-running reputation. Improving educational effectiveness helps private

universities optimize internal educational structure, highlight educational characteristics, change extensive development mode and realize high-quality connotative upgrading.

Fourth, it is an important guarantee for maintaining campus harmony and social long-term stability. Good ideological and political education can standardize students' behaviors, resolve campus contradictions, guide rational expression of demands, maintain positive campus public opinion atmosphere, and maintain harmonious and stable order inside and outside the campus.

3. Existing Problems of Insufficient Ideological and Political Education Effectiveness in Private Universities

Firstly, insufficient strategic attention and biased educational philosophy. Affected by market-oriented operation and benefit-oriented development orientation, many private universities attach importance to professional construction, skill training, employment rate and school-running income, while take ideological and political education as auxiliary routine work, lack overall strategic planning, insufficient special fund investment, incomplete supporting facilities and perfunctory educational work. A large number of ideological and political education activities exist in formalism, focusing on process completion rather than actual effect, focusing on document arrangement rather than student ideological change, resulting in low status and weak actual role of ideological and political education [6].

Secondly, outdated educational content, lack of pertinence and timeliness. Current ideological and political education content in private universities is too theoretical, abstract and rigid, overly copying textbook theories, disconnected from social hot issues, current political hot events and actual life of college students. The content cannot combine professional characteristics, employment orientation and growth demands of private students, cannot respond to students' frequent ideological confusion and realistic puzzles, lacks fresh cases, vivid topics and practical content, leading to low interest of students, weak identity and difficulty in achieving educational resonance.

Thirdly, single educational mode and serious insufficient innovation. For a long time, ideological and political education in private universities still relies on traditional indoctrination classroom teaching, teacher-centered one-way output mode. Interactive teaching, heuristic teaching and situational teaching are rarely used. Off-campus practical practice, social investigation, voluntary service and experience education links are insufficient. New media platforms, short video communication and online interactive education are not fully utilized, education forms are dull and single, unable to adapt to the fragmented reading and interactive communication habits of contemporary young college students.

Fourthly, weak construction of ideological and political education faculty. Private universities generally face problems such as insufficient full-time ideological and political teachers, low matching ratio of counselors to students, high mobility and turnover rate of teaching staff, uneven professional comprehensive quality. Some teachers lack systematic political theoretical training, insufficient educational teaching ability, weak practical guidance level and low work enthusiasm. At the same time, professional teachers lack curriculum ideological and political awareness, fail to integrate ideological and political elements into professional teaching, and cannot form joint forces of collaborative education between various subjects.

Fifthly, imperfect educational effect evaluation mechanism. The current evaluation system excessively relies on written examination results, homework completion and activity attendance, pays attention to result evaluation while ignoring whole-process dynamic evaluation, single evaluation subject, lack of multi-dimensional comprehensive evaluation of students' ideology, morality, behavior and literacy. Evaluation results are not effectively linked to comprehensive quality evaluation, scholarship evaluation and employment guidance,

and the guiding and restricting role of evaluation on improving educational effectiveness cannot be fully played.

Sixth, backward construction of online ideological and political education. Private universities pay insufficient attention to network ideological positions, lack high-quality specialized online ideological and political education platforms, insufficient operation and maintenance of official accounts, short videos and network columns, insufficient creation of positive and healthy network cultural works. The ability to guide network public opinion is weak, unable to timely respond to negative remarks and distorted information on the Internet, and online education and offline classroom education are separated seriously, failing to form all-weather, full-space ideological and political education influence.

4. Deep-Seated Causes of Insufficient Ideological and Political Education Effectiveness

Firstly, institutional constraints of private school-running mode. Different from public universities supported by national financial funds, private universities mainly rely on tuition fees to maintain daily operation and development, with obvious cost pressure and survival pressure. Schools pay more attention to economic benefits and practical professional talent output, and are reluctant to increase long-term capital investment in ideological and political education. Imperfect internal governance structure, loose management mechanism and imperfect assessment and incentive system further lead to the weakening of ideological and political education status.

Secondly, complicated and volatile external social environment. In the era of diversified cultural collision, western liberal values, individualistic thoughts and utilitarian ideas continuously infiltrate college groups through the Internet. Mass fragmented network information distorts students' cognitive logic, weakens their ability to distinguish right from wrong. At the same time, social public prejudice against private colleges and universities, low social recognition and negative public opinion atmosphere also adversely affect students' ideological identity and school ideological and political education work.

Thirdly, distinctive individual characteristics of private college student groups. Compared with public university students, some private college students have weak ideological foundation, low political literacy, poor self-discipline ability, strong utilitarian learning motivation, obvious personalized thoughts and prominent psychological anxiety, employment pressure and emotional problems. They pay more attention to practical skills and future employment, lack attention to political theory and ideological cultivation, increasing the difficulty of ideological and political guidance [7].

Fourthly, imperfect multi-party collaborative education mechanism. Private universities have not established a sound whole-staff, whole-process and all-dimensional ideological and political education pattern. Cooperation between ideological and political teachers, counselors and professional teachers is insufficient. Home-school communication mechanism is not smooth, parents pay little attention to children's ideological and moral education. Connection and integration between campus education and social practice resources, red education bases and enterprise education platforms are insufficient, lacking joint education forces of family, school and society.

Fifthly, comprehensive ability shortcomings of educational practitioners. Ideological and political teachers and counselors in private universities receive irregular professional training, heavy daily workload, low job welfare and weak sense of professional achievement. Long-term repetitive work reduces teaching innovation enthusiasm, insufficient research ability on new situation and new problems of students' ideology, unable to adjust educational strategies

timely according to changes in student groups and network environment, thus restricting the continuous improvement of educational quality and actual effectiveness.

5. Practical Paths to Improve Ideological and Political Education Effectiveness for Private College Students

5.1. Change Educational Philosophy and Consolidate the Core Status of Ideological and Political Education

Private universities must thoroughly abandon the wrong educational concept of attaching importance to majors and skills while ignoring ideological and political education. Take moral cultivation as the core goal of school-running development, incorporate ideological and political education into the overall long-term development planning of the school, overall talent training plan and annual key work assessment. Continuously increase special financial investment, optimize activity venues, build educational positions and improve supporting guarantee conditions. Establish the awareness of whole-staff ideological and political education, clarify educational responsibilities of all departments and all teachers, and form a normalized, systematic and high-position ideological and political education work pattern.

5.2. Optimize Educational Content System and Enhance Pertinence and Affinity

Construct a diversified ideological and political education content system integrating theoretical knowledge, current political hotspots, professional characteristics, mental health, legal literacy and professional ethics. Combine socialist core values, red culture, traditional excellent culture and typical advanced deeds to enrich teaching content. Closely focus on hot social events, students' employment confusion, interpersonal problems and psychological pressure, design targeted educational topics, closely connect theory with reality, integrate ideological and political content with professional courses, reduce abstract empty preaching, enhance content attractiveness, appeal and emotional resonance.

5.3. Innovate Diversified Educational Methods and Enrich Practical Education Forms

Change traditional single indoctrination teaching mode, actively adopt case teaching, debate teaching, situational simulation, interactive discussion and experiential teaching. Vigorously strengthen practical ideological and political education, build off-campus practical bases, organize social investigation, volunteer public welfare activities, red research study, enterprise practice and social service activities, let students perceive mainstream values in practice. Make full use of Douyin, WeChat, video accounts and other new media platforms to carry out fragmented, interesting and convenient online ideological and political education, realize organic integration of offline classroom teaching and online interactive guidance.

5.4. Strengthen Professional Construction of Ideological and Political Education Faculty

Reasonably allocate full-time ideological and political teachers and full-time counselors, optimize the ratio of teachers to students, improve salary welfare, job promotion and incentive mechanisms, reduce personnel turnover and, stabilize the educational team. Establish regular long-term training, exchange learning and research improvement systems, continuously improve teachers' political theory literacy, teaching ability and student guidance level. Promote deep integration of professional curriculum ideological and political education, strengthen training for professional teachers, realize that all courses carry ideological and political education and all teachers undertake educational responsibilities.

5.5. Establish Scientific and Diversified Ideological and Political Education Evaluation System

Break the single written examination evaluation mode, build a multi-subject, whole-process, multi-dimensional comprehensive effect evaluation system. Include students' ideological performance, daily behavior norms, practical activity participation, moral accomplishment, social practice performance and comprehensive quality into the evaluation scope. Implement process dynamic evaluation, combine teacher evaluation, peer mutual evaluation, student self-evaluation and social feedback evaluation. Link evaluation results with comprehensive quality scoring, awards and honors, employment recommendation and further study development, give full play to the orientation and incentive role of evaluation, and promote continuous improvement of educational effectiveness.

5.6. Accelerate Construction of Online Ideological and Political Education Positions

Attach importance to network ideological position construction, build standardized and high-quality campus online ideological and political platforms, produce positive energy short videos, micro-lessons, thematic articles and cultural works. Strengthen daily network public opinion monitoring and guidance ability, timely respond to negative network remarks, purify campus network cultural environment. Build all-weather online education positions, realize seamless connection between online and offline ideological and political education, expand educational coverage, break time and space restrictions, and realize immersive and continuous value guidance [8].

5.7. Build Home-School-Society Collaborative Integrated Education Pattern

Strengthen smooth home-school communication and cooperation, guide parents to attach importance to children's ideological and moral education, form consistent educational requirements between family and school. Actively connect local red education bases, community resources, party and government organs and cooperative enterprises, introduce high-quality social ideological and political education resources. Create positive, healthy and upward campus cultural atmosphere, carry out thematic cultural activities, lectures and theme meetings, gather multi-party educational joint forces, and build a three-dimensional collaborative education pattern of family, school and society.

6. Conclusion

Improving the actual effectiveness of ideological and political education for college students in private universities is a long-term systematic, complicated and dynamic construction project, which involves school-running philosophy, team construction, content innovation, mechanism guarantee, environmental optimization and multi-party coordination, and is closely related to national higher education quality, young talent growth and long-term social development. Private universities have unique differences in school-running system, student source characteristics and development orientation, so ideological and political education work cannot completely copy the mode of public universities, must proceed from their own actual conditions, closely combine the ideological characteristics, psychological laws and growth demands of contemporary private college students.

In the new era environment of diversified ideas and rapid development of network media, private universities should deeply recognize the prominent dilemmas and root causes of insufficient ideological and political education effectiveness, actively change backward educational concepts, optimize hierarchical and targeted educational content, innovate diversified and young-friendly educational methods, strengthen stable and high-level faculty team construction, improve scientific standardized long-term evaluation and guarantee

mechanisms, and vigorously develop online and offline integrated ideological and political education. Adhere to student-centered education concept, adhere to inheritance and innovation simultaneously, consolidate mainstream ideological guidance, continuously build and improve whole-staff, whole-process and all-dimensional ideological and political education system.

Only in this way can ideological and political education truly go deep into students' hearts, realize internalization of ideas and externalization of behaviors, guide young college students to firm ideals and beliefs, shoulder era responsibilities, establish lofty life pursuits, and grow into socialist builders and successors with firm stance, excellent quality and comprehensive ability. At the same time, it can promote private universities to realize high-quality connotative development, continuously enhance comprehensive school-running strength and social influence, and make greater and more lasting contributions to the sustainable development of China's higher education cause and the great rejuvenation of the Chinese nation.

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