

Practical Logic, Practical Dilemmas and Optimization Strategies of Artificial Intelligence Empowering Precise Ideological and Political Education in Universities

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Abstract

With the rapid development of artificial intelligence, big data, algorithm recommendation, intelligent portrait and other technologies, ideological and political education in colleges and universities is gradually moving from traditional experience-driven to data-driven, intelligent assistance and precise education. Artificial intelligence empowers colleges and universities to accurately think and politics. It is not simply embedding technology in ideological and political classrooms, nor replacing ideological guidance with platform construction. Instead, on the basis of adhering to the fundamental task of cultivating morality, it improves ideological and political education through data collection, academic analysis, resource push, process evaluation and feedback optimisation. Targeted, timely and effective, it provides a new path for the implementation of the fundamental task of cultivating morality. However, in practice, there are still problems such as deviation risk between algorithm technology and value guidance, disconnection between platform construction and practical application, and incompatibility between teachers' digital literacy and intelligence requirements. In this regard, colleges and universities should improve the data governance mechanism, optimise the construction of intelligent platforms, improve the digital literacy of teachers, adhere to student-centred, and improve the evaluation feedback mechanism, promote the deep integration of artificial intelligence technology and ideological and political education, and realise the organic unity of technological empowerment and value education.

Keywords

Artificial Intelligence; Ideological and Political in Colleges and Universities; Precise Ideological and Political Thinking and Politics; Digital Transformation; Cultivate Morality.

1. Introduction

Ideological and political education in colleges and universities bears the important mission of cultivating morality and casting the soul. With the rapid development of artificial intelligence, big data, algorithm recommendation and other technologies, the information acquisition mode, learning communication mode and value formation environment of college students have undergone profound changes. The traditional ideological and political working methods that rely on classroom teaching, heart-to-heart talk and experience judgement are no longer difficult to fully adapt to the dynamic complexity and needs of students' thought. The new characteristics of differentiation and problem implicitisation[1-3]. Artificial intelligence provides new technical support for precise ideological and political thinking in colleges and universities, which can improve the relevance and effectiveness of ideological and political education through data analysis, academic situation identification, resource push and process

feedback. However, artificial intelligence empowers ideological and political education does not mean that technology replaces education, but should realise the deep integration of technical tools and educational laws on the basis of adhering to value guidance and the main position of students. Based on this, this article analyses the practical logic, real dilemmas and optimisation strategies of artificial intelligence empowering precise ideological and political thinking in colleges and universities, and provides reference for the innovation of ideological and political work in colleges and universities.

2. The Practical Logic of Artificial Intelligence Empowering Colleges and Universities to Think and Politics Accurately

Artificial intelligence empowers colleges and universities to accurately think and politics. The core is to improve the relevance and effectiveness of ideological and political education with the help of data analysis, intelligent identification and dynamic feedback. Traditional ideological and political work mainly relies on teachers' experience, classroom observation and heart-to-heart conversations to understand the situation of students, which has the advantage of emotional communication. However, in the face of the complexity of students' ideological state, differentiation of growth needs and other practical changes, it is easy to have problems such as lag in information mastery, inaccurate educational supply, and untimely effect evaluation. Artificial intelligence can help teachers grasp students' ideological dynamics more comprehensively through student portraits, academic situation analysis and resource recommendations, and push the corresponding educational content according to different grades, majors and development stages, so as to promote the transformation of ideological and political education from "big flood irrigation" to "precise drip irrigation". Specifically, its practical logic is mainly reflected in the following aspects, Table I. It can be seen that artificial intelligence is not a substitute for teachers to carry out ideological and political education, but to provide teachers with a more scientific basis for learning and educational support, so that the ideological and political work of colleges and universities can gradually move from empirical and one-way to data, interactive and process.

Table 1. The practical logic of artificial intelligence empowering universities to accurately think and politics

Practical logic	Specific manifestations:
Precise identification	Master students' ideological trends, learning conditions and growth needs through data analysis.
Precise supply	Push theoretical learning, practical activities and growth support content based on students' differences.
Precise interaction	Enhance students' sense of participation through intelligent Q&A, online platforms and other means.
Precise evaluation	Understand the educational effect through dynamic feedback and optimize the education strategy in a timely manner.

3. The Real Dilemma of Artificial Intelligence Empowering Colleges and Universities to Accurately Think and Politics

3.1. There is a Risk of Deviation between Algorithm Technology and Value Guidance

Artificial intelligence relies on algorithm models and data training. Its advantages are to quickly process information, discover laws and provide predictions. However, ideological and political education faces individual students with subjectivity, complexity and development[4-

5]. If colleges and universities rely too much on algorithm results when promoting precise ideological and political thinking, there may be a problem of technical judgement shielding value judgement. For example, the system forms labels based on students' browsing records, activity participation or learning data, but these data may not fully reflect the students' true thoughts. Students' momentary changes in interests, mood swings or online behaviour may be amplified into fixed characteristics by the system, resulting in misjudgement or even bias. Algorithm recommendation itself may also bring information cocoon and value deviation. If accurate push only focusses on what students "like to watch" and ignores "what students should understand and what needs to improve", it is easy to make ideological and political education passively cater to students' interests and weaken the value-leading function. The fundamental task of ideological and political education in colleges and universities is not to simply meet the immediate needs of students, but to guide students to form a correct worldview, outlook on life and values.

3.2. There is a Disconnect between Platform Construction and Practical Application

In recent years, many colleges and universities have actively built smart campuses, ideological and political platforms, student portrait systems and comprehensive management platforms, but in actual operation, there is still the phenomenon of "heavy construction, light application" and "heavy display, light practical effect". Some platforms seem to have rich functions, but they are not closely integrated with the actual workflow of front-line teachers, resulting in teachers' need to repeatedly fill in data between multiple systems, which increases the workload. Some platforms focus on data summary and interface display, but lack an in-depth understanding of ideological and political education scenarios, and it is difficult to truly support students' ideological dynamic research and judgement, educational resource push and personalised help[6]. The disconnection of the platform is also reflected in the obvious data barriers between departments. College student work, academic management, mental health, employment guidance, group organisation, logistics services and other departments all master certain student data. However, due to the inconsistency of system standards and the imperfect data sharing mechanism, it often forms a "data island". Accurate thinking and politics requires an overall grasp of the growth status of students, not a single-point observation of a department. If the platforms cannot be interconnected, it will be difficult for teachers to obtain complete, accurate and dynamic information support, and the effect of artificial intelligence empowerment will also be greatly reduced.

3.3. Teachers' Digital Literacy Does Not Adapt to the Requirements of Intelligence

Teachers are the key subjects of ideological and political education in colleges and universities. Whether artificial intelligence can really play a role depends not only on whether the technology platform is advanced, but also on whether teachers can use it well and use it rationally. In reality, some ideological and political teachers and counsellors' understanding of artificial intelligence tools is still at the basic level of auxiliary course preparation, generating materials, data statistics, etc., and lack understanding of problems such as algorithm logic, data ethics, intelligent evaluation and human-computer collaborative education. Some teachers are worried that technology will increase the workload, and some teachers have excessive trust in platform data and lack the necessary analytical and judgement ability. Artificial intelligence has put forward new requirements for the role of teachers. In the past, teachers were more knowledge transferors, activity organisers and daily managers. In an intelligent environment, teachers also need to become data interpreters, resource integrators, value guides and ethical checkpoints. Teachers should not only be able to use the intelligent platform, but also be able to judge whether the results given by the platform are reasonable,

discover the real problems behind the data, and transform technical analysis into warm educational actions. If teachers' digital literacy cannot keep up with the development of technology, the precise thinking and politics of colleges and universities will easily stay on the surface, and it is difficult to form a deep educational effect.

4. Optimisation Strategy of Artificial Intelligence Empowering Colleges and Universities to Accurately Think And Politics

4.1. Improve the Data Governance Mechanism

Artificial intelligence empowers universities to accurately think and politics, and establish a standardised, safe and reliable data governance mechanism. Colleges and universities should clarify the boundaries of student data collection, storage, use, sharing and deletion, and avoid excessive collection of students' personal information in the name of precise ideological and political. For sensitive data involving students' ideological dynamics, psychological state, family situation, network behaviour, etc., we should adhere to the principle of minimum necessity to comply with laws and regulations, authorise use and grade management. Only by letting students know clearly why the data is collected, how it is used and who manages it can students' trust in the intelligent ideological and political platform. In addition, colleges and universities should also improve data quality and data interpretation ability. Accurate thinking and politics is not simply collecting data, but making the data truly serve educational decision-making. The school can establish a data research and judgement mechanism with the participation of ideological and political teachers, counsellors, psychological teachers, technical personnel and managers, and manually review the risk tips, student portraits and trend analysis generated by the system to prevent algorithmic misjudgement. For students' individual problems, conclusions should not be made only by data labels, but should be combined with heart-to-heart talk, classroom performance, peer relationship and real situation to make a comprehensive judgement, so as to promote accurate thinking and politics to be more scientific, stable and warm.

4.2. Optimise the Construction of Intelligent Platform

The construction of intelligent ideological and political platforms in colleges and universities should change from "technology-oriented" to "education-oriented". The platform should not have more functions, the better, but should truly respond to the core needs of ideological and political education. When building a platform, colleges and universities should design around specific scenarios such as students' ideological guidance, academic support, psychological care, employment guidance, practical education and daily management, reduce duplicate filling and formalised operations, and make the platform a tool for teachers to reduce the burden and increase efficiency, not a new work burden. According to relevant reports in 2026, the intelligent body of ideological and political education has covered many application scenarios such as freshman enrolment and party and league construction, and has been promoted for trial in some colleges and universities, which also shows that intelligent ideological and political education is being implemented in specific scenarios. In terms of platform functions, interconnection and collaborative education should be strengthened. Colleges and universities can integrate academic affairs, academic work, league committee, psychology, employment, logistics and other system data, establish unified data standards and interface norms, and form files for the whole process of student growth[7-8]. However, this integration does not mean unlimited open data, but to realise necessary sharing on the basis of permission management. Counsellors can see information related to students' growth and help, ideological and political teachers can get feedback on classroom teaching and theoretical learning, and management departments can grasp group trends and educational effects.

Through platform coordination, the precise ideological and political thinking of colleges and universities can change from a single department's work to full-person, whole-process and all-round education.

4.3. Improve Teachers' Digital Literacy

Improving teachers' digital literacy is the foundation for artificial intelligence to empower colleges and universities to accurately think and politics. Colleges and universities should integrate the application ability of artificial intelligence into the ideological and political course teacher and counsellor training system to help teachers master basic abilities such as intelligent course preparation, data analysis, resource generation, academic diagnosis and intelligent evaluation. Judging from the actual case, the Ministry of Education has taken the improvement of the digital ability of teachers and students as an important content since the launch of the artificial intelligence empowerment education action in 2024. According to relevant data, faculty and staff of colleges and universities participated in the online training of artificial intelligence-enabled higher education talent training, covering 500,000 teachers and students from more than 2,000 colleges and universities across the country; undergraduate graduates of ordinary colleges and universities participated in the online training of artificial intelligence comprehensive application ability, with 1.31 million participating students. According to the total scale of the two types of training, the number of undergraduate graduates of ordinary colleges and universities participating in the training accounts for 72.4%, and the number of faculty, staff and teachers and students in colleges and universities accounts for 27.6%, as shown in Figure 1. This data shows that artificial intelligence empowers college education to enter the stage of large-scale training from concept advocacy. It also shows that the precise ideology and policy of colleges and universities need to really be implemented. Teachers' data understanding ability, intelligent tool application ability and value judgement ability must be improved simultaneously. The relevant release of the Ministry of Education also shows that the intelligence of ideological and political education has been It covers 7 major application scenarios such as freshman enrolment and party and league construction, and promotes trial in some colleges and universities, which further shows that the improvement of teachers' digital literacy has become an important prerequisite for the effective operation of the intelligent ideological and political platform.

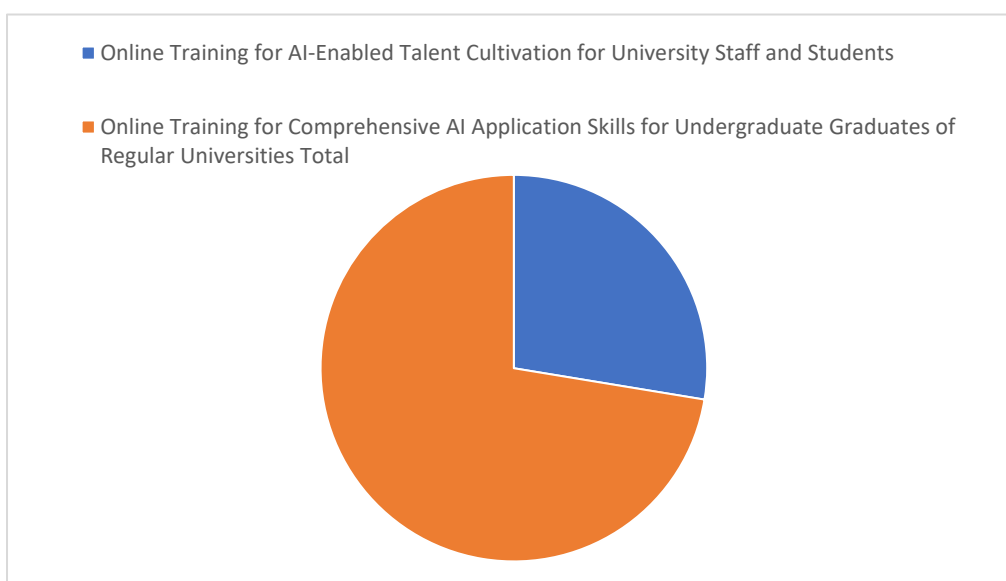


Figure 1. Composition of online training participants of artificial intelligence empowerment education

4.4. Adhere to Student-centred

Artificial intelligence empowers colleges and universities to think and politics accurately. The ultimate goal is to promote student growth, not to strengthen one-way management. Colleges and universities should insist on student-centred, and put the real needs, growth confusion and development rights and interests of students in an important position. This requirement is more obvious in the employment services of college graduates. Precise Ide and Politics should not regard students as objects to be analysed, managed and pushed. Instead, we should respect the main position of students and encourage students to participate in platform construction, resource evaluation and educational feedback. For example, colleges and universities can understand students' acceptance of intelligent ideological and political services and suggestions for improvement through student discussions, online feedback, questionnaires and other means, so as to make the platform construction closer to students' reality. Precise thinking and politics should focus on the temperature of education[9]. Artificial intelligence can identify possible risks and needs of students, but real problem solving still requires teachers to communicate patiently and continue to accompany. For students with learning difficulties, employment anxiety, high psychological pressure or obvious value confusion, colleges and universities should not simply rely on systematic reminders, but should establish a "one person, one policy" support mechanism. When using data, teachers should avoid labelling students, let alone let students feel monitored and suspected due to systematic judgement. Only by combining technical accuracy and humanistic care can accurate thinking and politics really enter the hearts of students.

5. Conclusion

Artificial intelligence empowers colleges and universities to accurately think and politics, which is an important direction for ideological and political education innovation under the background of the digital transformation of education. It helps to improve the accuracy, timeliness and effectiveness of ideological and political work through data identification, intelligent analysis, resource matching and dynamic evaluation. Relevant policies also emphasise that the digitalisation of education should adhere to morality, application orientation, digital empowerment and people-oriented, and promote the high-quality development of education. However, artificial intelligence cannot automatically improve the quality of education. If the application of technology deviates from the guidance of value, the platform construction is out of actual needs, and the ability of teachers is difficult to adapt to the requirements of intelligence, accurate thinking and politics may fall into the misunderstanding of formalisation, labelling and technology. Therefore, colleges and universities should always adhere to the fundamental task of cultivating morality, embed technical logic into the logic of educating people, and promote the organic unification of technical empowerment, teacher guidance, student growth and institutional guarantee through improved measures, so that accurate thinking and politics can truly be transformed according to the events, advanced according to the times, and new according to the situation.

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