

The value implication and promotion path of ideological and political work in colleges and universities in the era of digital intelligence

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Abstract: With the advent of the era of digital intelligence, it has had a profound impact and change on the economic, political, cultural, educational and other fields of human society. As an important part of modern society, colleges and universities are also facing new opportunities and challenges brought by the era of digital intelligence. Colleges and universities need to explore the practical path that conforms to the characteristics of the times, adapts to the needs of students, and improves the effect of educating people. It is necessary to give full play to the advantages of digital technology in ideological and political education. It is necessary to continuously innovate the content, methods, methods, and evaluation of digital ideological and political education. It is necessary to continuously improve the main ability and level of digital ideological and political education, and make new contributions to the cause of moral education in colleges and universities.

Keywords: Digital age; Ideological and political work; Value implication; Realistic dilemma; Promotion path.

1. Introduction

The digital age is based on network information technology, digital coding, transmission and processing of information era. The digital age has had a profound impact and change on all fields and aspects of society, and the ideological and political work in colleges and universities is no exception. The ideological and political work in colleges and universities is the key link to implement the fundamental task of cultivating morality and cultivating people, and is an important way to cultivate socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. How to adapt to the new characteristics and new requirements of the digital age, grasp the new opportunities and new challenges of digital technology, and innovate the new ideas and new methods of ideological and political work in colleges and universities is an important issue that needs to be studied and solved urgently.

2. The value implication of ideological and political work in colleges and universities in the era of digital intelligence

2.1. Improve the pertinence and effectiveness of ideological and political education

Digital intelligence technology can realize personalized analysis and portrait of students, understand students' ideological status, learning needs, interests and hobbies, and provide accurate positioning and personalized services for ideological and political education. Through big data analysis, artificial intelligence recommendation and other means, we can realize the fine management and care of students, find and solve students' ideological confusion and problems in time, and provide targeted education guidance and help. Through the Internet, mobile terminals, social media and other platforms, we can achieve all-round coverage and continuous

tracking of students, build an ideological and political education network system that combines online and offline, connects in-class and out-of-class, and supports each other inside and outside the school, and form a whole-time, whole-staff domain and whole-process education pattern.

2.2. Enrich the content and form of ideological and political education

Digital intelligence technology can realize the rapid acquisition and processing of massive information, and provide rich and diverse educational resources and materials for ideological and political education. Through cloud computing, Internet of things, virtual reality and other technologies, we can realize the visual presentation and interactive experience of educational content, and provide vivid educational scenes and methods for ideological and political education. Through webcasting, video conferencing, online classroom and other technologies, barrier-free communication and interaction with educational objects can be achieved, providing convenient and efficient educational channels and platforms for ideological and political education. Empowering ideological and political education through digital technology can break the limitation of time and space, expand the field of education and space, and enhance the attractiveness and appeal of education.

2.3. Promote the innovation and development of ideological and political education

Digital intelligence technology can realize the dynamic monitoring and evaluation of the educational process and effect, and provide scientific basis and feedback information for ideological and political education. Through data mining, machine learning, knowledge graph and other technologies, in-depth analysis and intelligent processing of educational data can be realized, providing intelligent assistance and decision support for ideological and political education. Through artificial intelligence, natural language processing, speech recognition and other technologies, intelligent

generation and optimization of educational content can be realized, providing innovative tools and methods for ideological and political education. Empowering ideological and political education through digital technology can improve the quality and level of education and promote the innovative development of educational theory and practice.

2.4. Enhance the sense of the times and leading force of ideological and political education

Digital intelligence technology is an important achievement of contemporary scientific and technological innovation, an important force leading social change, and an important factor shaping future development. The ideological and political work in colleges and universities should keep up with the trend of the times, grasp the pulse of the times, and empower ideological and political education with digital intelligence technology, so as to synchronize with the times, with the society and with the students. Empowering ideological and political education through digital technology can reflect the new characteristics, new trends and new problems of the development of the times in a timely manner, respond to the hot spots, difficulties and focuses of social concerns in a timely manner, and answer the confusion, doubts and expectations of students' thoughts in a timely manner, so that the content of ideological and political education is closer to reality, life and students, so that the ideological and political education methods are more flexible, diverse and interesting, so that the effect of ideological and political education is more significant, sensible and visible, and enhance the sense of the times and leading force of ideological and political education.

3. The realistic dilemma of ideological and political work in colleges and universities in the era of digital intelligence

3.1. The digital transformation of ideological and political education resources is not enough

Digital intelligence technology provides rich and diverse educational resources and materials for ideological and political education, but these resources are not readily available. They need to undergo professional, systematic and standardized digital transformation to adapt to the characteristics and needs of ideological and political education. However, at present, there are still many problems in the digital transformation of ideological and political education resources in China, such as insufficient resources, low quality, uneven structure, and inconsistent standards, resulting in low resource utilization, poor results, and high risks. How many are possible errors, deviations, misleading? Therefore, accelerating the digital transformation of ideological and political education resources and establishing and improving mechanisms for resource development, review, management, and sharing are important prerequisites for digital intelligence technology to empower ideological and political work in universities.

3.2. The innovation of ideological and political education methods is not enough

Digital intelligence technology provides a variety of educational methods and methods for ideological and

political education, such as the Internet, mobile terminals, social media, cloud computing, Internet of Things, virtual reality, etc., which can achieve all-round coverage and continuous tracking of students, and build an ideological and political education network system that combines online and offline, connects in and out of class, and supports each other inside and outside the school. However, there are also some problems and challenges in the application of these methods, such as how to ensure the authority and scientific of educational content, how to ensure the suitability and effectiveness of educational methods, and how to ensure the safety and legitimacy of educational methods. For example, when using social media for ideological and political education, how to avoid the tampering, misinterpretation and distortion of educational content, how to prevent the abuse, misuse and funny of educational methods, and how to prevent the theft, destruction and attack of educational methods are all problems that need to be seriously considered and solved. Therefore, it is an important part of the ideological and political work in universities empowered by digital intelligence technology to strengthen the innovation of ideological and political education methods and explore the education mode and path that adapt to the characteristics and needs of young students in the digital age.

3.3. The scientific evaluation of the effect of ideological and political education is not enough

Digital intelligence technology provides scientific and effective evaluation methods and tools for ideological and political education, such as data mining, machine learning, knowledge graph, etc., which can realize dynamic monitoring and evaluation of educational process and effect, and provide scientific basis and feedback information for ideological and political education. However, in the use of these means and tools, there are also some difficulties and obstacles, such as how to establish a sound evaluation index system, how to ensure the authenticity and effectiveness of the evaluation data, how to ensure the fairness and objectivity of the evaluation results. For example, when using data analysis to evaluate the effect of ideological and political education, how to avoid data distortion, deviation and leakage, how to avoid excessive interpretation, misleading and abuse of data, are all risks that need to be paid attention to and avoided. Therefore, strengthening the scientific evaluation of the effect of ideological and political education and establishing a sound evaluation system and mechanism in line with the characteristics and laws of ideological and political education are important guarantees for the ideological and political work of colleges and universities.

3.4. The improvement of the main ability of ideological and political education is not enough

Digital intelligence technology provides strong support and assistance for ideological and political education, but it cannot ignore the main role and subjective initiative of people. Both ideological and political teachers and students need to constantly improve their mathematical literacy and ability in order to better adapt to the new situation and new requirements of mathematical technology to empower ideological and political work in colleges and universities. However, in practical work, there are also some problems and

shortcomings, such as the ideological and political teachers' understanding of logarithmic intelligence technology is not deep enough, the application is not skilled enough, and the innovation is not active enough. Students' attitude towards logarithmic intelligence technology is not rational enough, the use is not standardized, and the feedback is not active enough. For example, in the use of artificial intelligence for ideological and political education, how to maintain a reasonable distance and balance between people and machines, how to maintain sincere communication and interaction between people, and how to maintain independent judgment and critical thinking between people and themselves are all abilities that need to be cultivated and exercised. Therefore, it is an important condition for mathematical intelligence technology to empower ideological and political work in colleges and universities to strengthen the improvement of the main ability of ideological and political education, cultivate and train the mathematical intelligence literacy and ability of ideological and political teachers and students. Specifically, it is necessary to strengthen the training and guidance of mathematical intelligence technology for ideological and political teachers, improve their cognitive level and application level of logarithmic intelligence technology, stimulate their innovative consciousness and creative ability of logarithmic intelligence technology, so that they can flexibly master and apply mathematical intelligence technology, and provide more and better support and services for ideological and political education; it is necessary to strengthen the education and guidance of students' mathematical intelligence technology, improve their rational understanding and standardized use of logarithmic intelligence technology, cultivate their critical thinking and creative thinking of logarithmic intelligence technology, so that they can actively participate in and feedback the ideological and political education enabled by mathematical intelligence technology, and provide more and better needs and suggestions for ideological and political education

4. The promotion path of ideological and political work in colleges and universities in the era of digital intelligence

4.1. Build a digital ideological and political education resource library

Colleges and universities should speed up the digital transformation of ideological and political education resources, establish and improve mechanisms for resource development, review, management, and sharing, and create a comprehensive, three-dimensional, and dynamic digital ideological and political education resource library. Specifically, we should make full use of the network platform and mobile terminal, collect and sort out all kinds of literature, case materials, video and audio resources related to ideological and political education, and carry out classification and labeling, quality evaluation, knowledge extraction and other processing, so as to form a clear structure, rich content and high quality digital resource library; it is necessary to update and optimize the digital resource base in time, and constantly increase fresh and interesting resources according to current affairs hotspots, student needs, teaching feedback and other factors, and regularly screen and eliminate

and improve the quality to maintain the vitality and attraction of the digital resource base; we should actively promote and apply the digital resource library, provide convenient and efficient resource services to teachers and students through the network platform and mobile terminal, and encourage teachers and students to participate in the co-construction and sharing of resources to form a virtuous circle of digital resource library.

4.2. Innovative digital ideological and political education methods

Colleges and universities should strengthen the innovation of ideological and political education methods, and explore the education mode and path to adapt to the characteristics and needs of young students in the digital era. Specifically, it is necessary to make full use of the Internet and mobile terminals to carry out teaching methods such as flipped classroom, mixed teaching, and micro-courses to stimulate students' interest and initiative in learning and improve classroom participation and interaction. We should make full use of social media and network platforms to carry out education methods such as webcast, interactive communication and online question and answer, expand the coverage and influence of ideological and political education, and enhance the timeliness and pertinence of ideological and political education. We should make full use of cloud computing and Internet of things, carry out data mining, machine learning, knowledge mapping and other educational methods, realize the intellectualization and personalization of ideological and political education, and improve the accuracy and effectiveness of ideological and political education. We should make full use of virtual reality and augmented reality, carry out virtual simulation, immersive experience, scene reproduction and other educational methods, realize the three-dimensional and vivid ideological and political education, and enhance the appeal and persuasion of ideological and political education.

4.3. Improve the digital ideological and political education effect evaluation system

Colleges and universities should improve the evaluation system of digital ideological and political education effect, and establish and improve the evaluation system and mechanism in line with the characteristics and laws of ideological and political education. Specifically, it is necessary to establish a perfect evaluation index system, comprehensively consider the knowledge evaluation, ability evaluation and value evaluation of ideological and political education, and pay attention to the comprehensive evaluation of students' cognitive level, emotional attitude and behavior performance. To ensure the authenticity and validity of the evaluation data, through data collection, cleaning, analysis and other methods, to ensure reliable data sources, data quality and efficiency, data processing science; to ensure the fairness and objectivity of the evaluation results, through data visualization, report generation and other methods, to ensure that the data is clear, accurate data interpretation, data application is reasonable.

4.4. Improve the main ability of digital ideological and political education.

Colleges and universities should improve the main ability of digital ideological and political education, cultivate and train the mathematical literacy and ability of ideological and

political teachers and students. Specifically, it is necessary to strengthen the training and guidance of mathematical intelligence technology for ideological and political teachers, improve their cognitive level and application level of logarithmic intelligence technology, stimulate their innovative consciousness and creative ability of logarithmic intelligence technology, enable them to flexibly master and apply mathematical intelligence technology, and provide more and better support and services for ideological and political education; it is necessary to strengthen the education and guidance of students' mathematical intelligence technology, improve their rational understanding and standardized use of logarithmic intelligence technology, cultivate their critical thinking and creative thinking of logarithmic intelligence technology, so that they can actively participate in and feedback the ideological and political education enabled by mathematical intelligence technology, and provide more and better needs and suggestions for ideological and political education.

It is an inevitable choice to adapt to the requirements of the new era, meet the needs of students and improve the effect of educating people. It is an important way to promote the high-quality development of ideological and political work in colleges and universities. It is a strong support for cultivating socialist builders and successors with all-round development of morality, intelligence, physique, art and labor. We should fully understand the significance and value of mathematical intelligence technology to enable ideological and political work in colleges and universities, actively explore the deep integration of mathematical intelligence technology and ideological and political work, constantly improve the application level and ability of mathematical intelligence technology in ideological and political work, and strive to solve the practical difficulties encountered in the process of mathematical intelligence technology to enable ideological and political work in colleges and universities, so as to make new contributions to the cause of moral education in colleges and universities.

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