



Research on the Cultivation Path of College Students' Political Identity in the Era of Artificial Intelligence

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Abstract: College students' political identity holds a direct bearing on national and social stability. This identity encompasses system identification, ideological identification, and political performance identification. In the age of artificial intelligence, college students' institutional identity confronts the peril of being swayed by public opinion. Their ideological identity faces the challenge of multiple discourse impacts, and their political performance identity is threatened by the risk of group polarization. To bolster college students' political identity, it is imperative to enhance cognitive, emotional, and behavioral identification. Consequently, fostering institutional identity through cognitive enhancement, strengthening ideological identity via emotional cultivation, and consolidating political performance identity through active participation are indispensable strategies.

Keywords: artificial intelligence, college students, political identity

1. Introduction

Political identity constitutes an individual's affirmation of their political self, accompanied by an emotional attachment to the political system and active support for, as well as participation in, the system's practical activities within political life. This identity is shaped by specific interests and value orientations. As the vanguard of youth, college students' political identity exerts a direct influence on national and social stability. In the era of artificial intelligence (AI), the transformation of information transmission modes poses new challenges and necessitates novel approaches for cultivating college students' political identity. Consequently, timely identification of the external risks and internal dynamics associated with college students' political identity is of paramount importance for fostering a robust political identity among this demographic.

2. External Risks of College Students' Political Identity in the Era of Artificial Intelligence

Institutions, political performance, and ideology constitute significant sources of political legitimacy and identity, as emphasized by Miller and Bogdanor. [1] Nonetheless, in the era of AI, these same factors pose potential risks to the political identity of college students.

2.1 Risks of Organized Public Opinion in Institutional Identification

System is the foundation of governing the country and rejuvenating the country, and the system of socialism with Chinese characteristics is an important foundation for the continuous development of contemporary China. In the era of AI, the rapidity, complexity and decentralization of information dissemination enable college students not only to obtain more institutional information, but also to be easily guided by public opinion. As Lippmann pointed out, what public opinion provides to the outside world is often the symbolic reality that is selected and processed by the media, and it is a "mimicry environment" formed through public discussion. [2] For example, in the face of public emergencies, when the agenda setting and value guidance of mainstream media are not timely, some forces will spread views contrary to mainstream ideology through intelligent algorithms and interfere with the rational cognition of college students.

2.2 Risk of Multiple Discourse Impacts on Ideological Identity

The discourse of mainstream media is authoritative and official, which is difficult to penetrate into the hearts of college students, resulting in the loss of the voice of Marxism to a certain extent. At the same time, pluralistic social trends such as neoliberalism and historical nihilism, hidden in science and technology, film and television, literature, religion and other fields, carry out all-round ideological penetration of college students, interfering with the formation of college students' political identity. In addition, the rise of pan-entertainment values not only dispels the subject value and meaning, but also dilutes the influence of mainstream ideology. As Postman puts it: "Our politics, religion, news, sports, and business have

all willingly become subservient to entertainment without complaint or even silence, with the result that we have become a species that entertains itself to death. "[3]

2.3 Risk of Group Polarization in Political Performance Identification

Since the reform and opening up, China has made remarkable achievements in political, economic and social fields. However, in the social transition period of interest differentiation and class differentiation, China's development faces many challenges, such as unbalanced development, ecological environment problems, income gap and people's livelihood shortcomings, which are difficult to take into account the interests of all groups. Contemporary college students have a strong sense of subjectivity, and pay special attention to political issues closely related to personal development, such as employment, housing, marriage and childbearing, entrepreneurial support, talent selection and appointment. Some college students may lose interest because they think they have little role in participation, leading to political apathy and low political participation. In addition, some college students are easily affected by online public opinions, which leads to cognitive paranoia and thinking polarization, which poses a potential threat to the recognition of political performance.

3. The Intrinsic Law Governing College Students' Political Identity in the Era of Artificial Intelligence

To fortify college students' political identity, it is imperative to elucidate its internal rationale. Specifically, reinforcing cognitive, emotional, and behavioral identities can collectively bolster their political identity.

3.1 Cognitive identity serves as a pivotal avenue for enhancing political identity.

According to Gadamer's vision fusion theory, cognition enhances political identity through understanding, dialogue and consensus formation. In the construction of political identity, individuals gradually understand and accept the value and significance of the political system, policies and leaders through dialogue, thus forming identity. This identification is not a passive acceptance, but a process of continuous adjustment and deepening in interaction. AI plays an important role in improving the level of personal cognition, and is able to provide customized information related to politics according to the user's emotional state and interest preferences, which enhances the user's understanding and attention to political issues. AI can also use reinforcement learning to continuously optimize the way information is pushed and interpreted based on individual feedback and behavior to further improve users' cognitive level.

3.2 Emotional identity constitutes another significant pathway to enhance political identification.

In the process of shaping political identity, common concerns and emotional resonance in interactive rituals can be formed by evoking common memories. Common memories, such as historical events and national heroes, can focus the attention of individuals. When these memories are repeatedly mentioned and strengthened, the emotional energy obtained by individuals in interactive rituals accumulates, and then transforms into identification and support for the political system. AI can not only understand and predict individual emotional tendencies, but also create virtual ritual scenes with high emotional energy, so that individuals can form common concerns and emotional connections in the immersive experience, and then evoke emotional resonance. In the virtual interactive ceremony, these stimulated emotional energies promote the in-depth processing and positive evaluation of political information, and strengthen the identity and belonging to the political system.

3.3 Behavioral identity represents another vital means of enhancing political identification.

Behaviorist politics emphasizes the connection between the political process and people's behavior, so that an individual's political behavior not only reflects their perceptions and attitudes toward the political system, but also reinforces this identification through actual actions. Specifically, individuals transform their cognition of the political system into practical actions through online political inquiry, participation in voting, community service, political discussion and other behaviors, thus enhancing their sense of identity with the political system. These behaviors are not only the external manifestation of the individual's cognition and evaluation of the political system, but also the process of the interaction between the individual and the political system. Through this interaction, individuals can have a deeper understanding of the operating mechanism and values of the political system, and thus enhance their identification with the political system.

4. Exploring the Cultivation Path of College Students' Political Identity in the Era of Artificial Intelligence

AI facilitates the integration of instrumental rationality and value rationality, thereby effectively advancing the cultivation of college students' political identity across the dimensions of cognition, emotion, and action.

4.1 Building Institutional Identity through Cognitive Enhancement

The first approach involves utilizing big data analysis and personalized learning algorithms to grasp the ideological trends of college students, subsequently tailoring educational content to foster their acceptance and sense of identity. Secondly, it is crucial to bolster students' cognitive subjectivity by constructing an intelligent political education database. This database should disseminate high-quality resources that are closely aligned with national policies, aiding college students in constructing a comprehensive knowledge framework. Leveraging natural language processing and knowledge graph technology, we can facilitate a deeper analysis of political information among college students. Furthermore, AI should be employed to simulate real-life scenarios and the emergency management of major public events, enabling college students to appreciate the remarkable advantages of the Chinese system through virtual-real comparisons.

4.2 Enhancing Ideological Identity through Emotional Cultivation

First, tell a good story. The generative AI technology can be used to conduct emotion analysis on college students' comments on social media. According to the analysis results, empathic issues can be set to better guide students to pay attention to and understand national policies. By telling specific character stories, historical events and details in daily life, the abstract spiritual connotation becomes concrete, easy to understand and accept. Second, it is necessary to create an immersive scene, combining virtual reality (VR) and augmented reality (AR) technology, to construct a three-dimensional teaching experience scene in the virtual environment, and provide college students with an immersive and open learning experience. For example, through VR technology, students can experience the construction process of major national projects, such as the construction of the Hong Kong-Zhuhai-Macao Bridge and the launch of Chang'e-5, and enhance the intuitive feeling of national policies and achievements.

4.3 Participation in Action to Consolidate Recognition of Political Achievements

Firstly, further smoothing the expression mechanism for college students' interest demands is crucial. The online opinion collection and democratic voting system supported by AI lowers the threshold for political participation, enabling students to directly express their views and engage in decision-making processes. This fosters a sense of identity and pride in national achievements by making students feel the impact of their personal opinions on national governance. Secondly, creating a political participation scenario involves using AI to simulate election voting processes, political debates, and other activities. This transforms students from onlookers to participants, deepening their understanding of different political parties' ideas and programs and cultivating their interest and awareness in political participation. Thirdly, to enhance college students' critical understanding of political achievements, AI can facilitate communication and discussion among them through intelligent tutoring systems and online discussion platforms. This improves their political participation and critical thinking abilities.

References

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