



A Study on the Practical Value and Approaches of Online Ideological and Political Education in Higher Education Institutions in the Digital Age

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Abstract: Online ideological and political education in higher education institutions uses digital technologies and platforms to guide college students in establishing correct worldviews, outlooks on life, and values, with the mission of fostering virtue and nurturing talent. In the digital age, cyberspace has become college students' main arena for study and daily life, making this education vital for consolidating the ideological frontline and enhancing educational effectiveness. To address new opportunities and challenges, we need to improve its guidance, appeal and reach through strengthening content, innovating methods, building a professional workforce and optimizing the governance system.

Keywords: digital age, higher education institutions, online ideological and political education

1. Introduction

Whoever wins the internet wins the youth. In the digital age, the internet is deeply integrated into university students' academic lives and cognitive patterns, and cyberspace has become the main battlefield for ideological competition and educational work. Faced with this transformation, higher education institutions' ideological and political education must move into cyberspace, adapting to trends and seizing opportunities. Exploring the practical value and scientific implementation pathways of online ideological and political education is crucial to fulfilling the mission of fostering virtue through education and cultivating a new generation capable of shouldering national rejuvenation. .

2. The Practical Value of Online Ideological and Political Education in the Digital Age

2.1 Contributes to Consolidating the Frontline of Ideological Work

First, it helps resist the erosion and infiltration of erroneous ideologies. Cyberspace contains a mix of information, both good and bad. College students are in a critical stage of forming their worldview, outlook on life, and values, with relatively weak ability to distinguish right from wrong, making them vulnerable to misleading harmful information. Through online ideological and political education, we can promptly address students' ideological concerns, clarify misunderstandings, effectively resist the erosion of erroneous trends like historical nihilism, and strengthen their ideological defenses. Second, it helps safeguard national ideological security. Universities are the frontline of ideological work, and cyberspace is a crucial field related to national sovereignty and political security. Strengthening online ideological and political education in universities means safeguarding our ideological "responsibility field" in the digital age, gaining greater initiative in the competition for international discourse, and laying a solid foundation for maintaining national political security.[1]

2.2 It helps enhance the effectiveness of ideological and political education

First, it facilitates a shift in educational delivery from "flood irrigation" to "drip irrigation". Online ideological and political education, empowered by digital technology, can use big data analysis to accurately capture individual differences among students, construct multidimensional and dynamic student profiles, and thereby design educational content by tier and category, driving ideological and moral education toward truly "precise drip irrigation." [2] Second, it facilitates a shift in educational methods from "indoctrination" to "dialogue". The interactive nature of cyberspace has fostered a "decentralized" educational ecosystem, transforming teachers from "authoritative lecturers" into "guides of values". Through online platforms, teachers and students can engage in real-time interaction and equal dialogue, achieving implicit guidance on values through the exchange of perspectives, thereby making ideological and political education more relevant to students, their lives, and practical realities.

2.3 It helps expand the carriers of educational spaces

First, it helps break down temporal and spatial boundaries to extend the scope of education. Information on online

ideological and political education can be rapidly disseminated via internet platforms, making such education “faster, more convenient to conduct, reaching a broader audience, and more efficiently organized.” Students can access dynamic learning resources anytime, anywhere, enabling 24/7, round-the-clock, companion-style education. Second, it helps integrate educational resources to form a synergistic force. The online educational space provides an integration platform for diverse educational resources. By building a communication ecosystem characterized by “cross-platform collaboration, content-wide dialogue, and full-participation,” it facilitates coordinated education across campus and off-campus, in and out of the classroom, and online and offline, thereby forming a comprehensive educational framework that involves everyone, throughout the entire process, and across all dimensions.[3]

3. Practical Pathways for Online Ideological and Political Education in Higher Education Institutions in the Digital Age

3.1 Strengthening Content Provision: Enhancing Educational Leadership Through High-Quality Products

First, adhere to the principle that “content is king” to create high-quality resources. We must deeply explore the educational resources embedded in China’s excellent traditional culture, revolutionary culture, and advanced socialist culture, and transform them into high-quality educational products that conform to the laws of online dissemination and align with students’ cognitive characteristics. Second, focus on segmenting audiences and tailoring content to achieve precise delivery. Based on student profiles, a three-tier content framework of “core—expansion—practice” should be established. At the same time, a dynamic update mechanism should be introduced to ensure the timeliness and relevance of the content. Third, integrate media elements to innovate discourse expression. Various self-media platforms should be flexibly utilized, adopting a model that combines images, text, video, and audio to create online works that possess both intellectual depth and a youthful appeal.

3.2 Innovating Approaches and Methods: Enhancing Educational Appeal Through Technology

First, create immersive digital educational environments. Universities should embrace the new demands of the digital age by actively utilizing cutting-edge technologies such as VR and AR to build immersive digital educational environments. Through educational pathways featuring situational immersion, conflict-based experiences, immediate feedback, and deep reflection, online ideological and political education can be made more vivid and dynamic. Second, promote an integrated online-offline educational model. Combine online and offline channels to conduct educational activities that resonate with college students, forming an educational framework where online and offline elements complement and reinforce one another. Third, establish interactive platforms that students enjoy. Develop intelligent service portals and leverage backend data analysis to provide personalized, smart recommendations, placing educational resources directly at students’ fingertips.

3.3 Strengthening the Workforce: Bolstering Educational Support Through Professional Competence

First, we must enhance the digital literacy of educators. We should establish a training system that integrates “technology and education” to help teachers transition from traditional knowledge transmitters to designers of educational scenarios, facilitators of the learning process, and promoters of value-based dialogue. Second, we must strengthen the professional development of the workforce. We should focus on optimizing the structure of the educational team, gradually recruiting professionals from relevant fields to engage in online ideological and political education, and pursue a path of professional development. Third, cultivate a core group of student leaders to leverage peer influence. Carefully select students with strong political integrity and significant online influence to form specialized online ideological and political education clubs responsible for operating campus-based new media platforms for online ideological and political education.

3.4 Improving the Governance System: Ensuring the Sustainability of Education Through Collaborative Mechanisms

First, improve top-level design and establish a coordinated mechanism. We must break down departmental barriers, shifting campus entities from “acting independently” to “working in concert,” thereby forming a unified approach to online education. Second, improve online public opinion monitoring and risk prevention and control. We must establish a collaborative governance system that balances “soft penetration” with “rigid control.” On the one hand, through soft guidance, mainstream values should be naturally integrated into online culture; on the other hand, through rigid control, mechanisms for online public opinion monitoring and content review should be refined. Third, establish a scientific,

multidimensional educational evaluation system. We must transcend the limitations of traditional quantitative evaluation and construct a three-dimensional evaluation model encompassing “process—outcome—behavior” to provide empirical evidence for optimizing educational strategies.

4. Conclusion

In the digital age,online ideological and political education in higher education institutions has become a crucial front for fulfilling the fundamental mission of fostering virtue and cultivating talent. Faced with the profound transformations brought by the information technology revolution,universities must recognize the significant value of online ideological and political education in consolidating the ideological front and enhancing educational effectiveness. They must strengthen their sense of responsibility and urgency in this work to lay a solid ideological foundation for cultivating a new generation capable of shouldering the great mission of national rejuvenation.

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