

The Contemporary Significance and Practical Pathways of Digital Technology in Empowering the Cultivation of Core Socialist Values Among College Students

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Abstract: The cultivation of core socialist values among college students is an educational practice centered on value-based guidance, aimed at helping students correctly understand, embrace, and consciously practice the nation's mainstream values. In the digital age, the in-depth application of digital technologies — such as artificial intelligence and big data — has opened up new avenues and provided new tools for fostering these values among college students. Empowering the cultivation of core socialist values among college students through digital technology holds significant contemporary value in enhancing the sense of the times and appeal of this cultivation, improving its precision and effectiveness, and expanding its coverage and influence. To this end, systematic efforts must be made across dimensions such as strengthening the technological foundation, innovating educational models, improving institutional safeguards, and refining evaluation systems to promote the deep integration of digital technology and value cultivation.

Keywords: digital technology; college students; cultivation of core socialist values

1. Introduction

The cultivation of socialist core values among college students is a core component of fulfilling the fundamental mission of fostering virtue through education. In the digital age, the rapid development of digital technology is profoundly transforming college students' modes of cognition, patterns of interaction, and pathways of value formation. Empowering the cultivation of socialist core values among college students through digital technology not only effectively addresses the practical challenges of value guidance in the digital age but also drives the transformation of cultivation efforts from traditional models toward precision, intelligence, and immersion, achieving an organic unity of value shaping and technological empowerment. Therefore, systematically researching the contemporary value and practical pathways of using digital technology to empower the cultivation of socialist core values among college students is of great significance for enhancing the contemporary relevance and effectiveness of ideological and political work in higher education institutions.

2. The Contemporary Value of Digital Technology in Empowering the Cultivation of Core Socialist Values Among College Students

2.1 Enhancing the Relevance and Appeal of Value Cultivation

First, it enriches the forms and methods of value presentation. Digital technology can transform abstract value concepts into concrete audiovisual expressions and interactive experiences, presenting the core socialist values in a more vivid and dynamic manner, thereby effectively stimulating students' interest in learning and fostering their value identification. Second, it expands the temporal and spatial boundaries of value dissemination. The application of digital technology breaks through the temporal and spatial constraints of traditional education, achieving comprehensive coverage across all times and spaces — shifting from “in-class and out-of-class” to “online and offline.”^[1] Third, it enhances the depth of immersion in value experiences. Technologies such as virtual reality and augmented reality can create immersive scenarios aligned with value education content, allowing college students to feel the power of values and comprehend their spiritual essence through firsthand experience, thereby facilitating a transition from passive reception to active internalization.

2.2 Contributes to Enhancing the Precision and Effectiveness of Cultivation

First, it enables a precise understanding of students' ideological trends. By leveraging big data analytics, universities can accurately grasp the current state and evolving trends of students' value perceptions, providing a scientific basis for tailored instruction. Second, it facilitates targeted, tiered, and categorized educational provision. Based on data analysis of individual student differences, educators can design differentiated content and methods tailored to students of various

majors, grade levels, and cognitive levels, thereby achieving an organic integration of unified standards and personalized development. Third, it enables dynamic optimization of the educational process. Digital technology can comprehensively record students' participation, cognitive changes, and behavioral performance throughout the process, providing data support for real-time evaluation of educational outcomes.

2.3 It helps expand the coverage and influence of value cultivation

First, it fosters a holistic educational framework involving all stakeholders. Digital platforms provide convenient channels for collaborative participation among diverse educational actors; faculty members, counselors, parents, and others can all participate in the cultivation of students' values through these platforms, forming a powerful synergy for holistic education. Second, achieving universal access to high-quality resources. Digital technology breaks down the temporal and spatial barriers to high-quality educational resources, enabling college students from different regions and institutions to equally access high-quality resources for values cultivation. Third, enhancing the dissemination effectiveness of mainstream values. The rapidity, interactivity, and widespread reach of digital communication allow the core socialist values to spread rapidly among college students through a viral effect, effectively guiding mainstream values through subtle, gradual influence. [2]

3. Practical Pathways for Digital Technology to Empower the Cultivation of Core Socialist Values Among College Students

3.1 Strengthening the Technological Foundation: Building a Solid Hardware Infrastructure for Digital Empowerment

First, establish an integrated digital education platform. Universities should develop a coordinated plan to build a digital platform for cultivating core socialist values that integrates theoretical study, practical experience, interactive exchange, and effectiveness evaluation. By consolidating various high-quality resources, this platform will create a comprehensive and fully functional digital space for education. Second, develop intelligent educational tool systems. By leveraging artificial intelligence technology, universities should develop educational tools such as intelligent recommendation systems, virtual mentors, and smart assessment tools to provide personalized learning support for college students.[3] Third, build a student growth data hub. Establish a unified student growth data center to integrate multi-source data — including academic performance, behavioral records, and ideological trends — to create a digital profile of students' value-based cognitive development.

3.2 Innovating Educational Models: Stimulating the Internal Driving Force of Digital Education

First, explore immersive value-experience teaching. Utilize technologies such as virtual reality and augmented reality to create immersive experiential scenarios aligned with the content of the core socialist values, enabling students to grasp the essence of these values and enhance their identification with them through situational participation. Second, promote data-driven, targeted cultivation. Based on systematic analysis of student development data, implement precise value cultivation strategies. Drawing on data insights, identify gaps in students' value cognition and their developmental needs, and design targeted educational intervention plans to achieve a shift from a "blanket approach" to "precision-targeted cultivation." Third, build a blended model integrating online and offline learning. Fully leverage the convenience of online teaching and the depth of offline teaching to construct a blended cultivation model that organically integrates both approaches.

3.3 Strengthening Institutional Safeguards: Establishing a Long-Term Mechanism for Sustainable Development

First, improve the organizational leadership system. Universities should incorporate the use of digital technology to empower the cultivation of core socialist values into their institutional development plans and the overall framework of ideological and political work. They should establish a working mechanism under the unified leadership of the Party Committee and coordinated by multiple departments, clearly define responsibilities, and ensure that all tasks are effectively implemented. Second, improve the policy support system. Formulate and introduce special policies to support the use of digital technology in value cultivation, providing preferential treatment in terms of funding, staffing, and facility construction. Establish incentive and guidance mechanisms to recognize and reward units and individuals who have made outstanding contributions to digital-enabled value cultivation. Third, establish a collaborative mechanism. Break down data and operational barriers between departments within the university, and establish a collaborative working mechanism among departments such as academic affairs, student affairs, and publicity to form a shared digital education ecosystem.

3.4 Improving the Evaluation System: Establishing a Closed-Loop Improvement Mechanism

First, construct a multidimensional evaluation indicator system. Move beyond traditional single-dimensional evaluation methods to build a comprehensive evaluation system covering multiple dimensions, including knowledge mastery, value alignment, and behavioral practice. Second, utilize digital technology to conduct process-based evaluation. Leverage technologies such as big data analysis and learning analytics to collect and record students' participation, cognitive changes, and behavioral performance throughout the cultivation process, thereby forming a dynamic, developmental evaluation. Third, establish a closed-loop mechanism for feedback and improvement. Establish a closed-loop operational mechanism of “data collection — assessment and analysis — feedback and guidance — strategy optimization” to drive continuous improvement and enhancement in the cultivation of core socialist values.

4. Conclusion

Empowering the cultivation of core socialist values among college students through digital technology is an inevitable choice in responding to the challenges of education in the digital age, as well as an important pathway to enhance the relevance and effectiveness of ideological and political work in higher education institutions. Digital technology can enhance the relevance and appeal of this cultivation, improve its precision and effectiveness, and expand its reach and influence. In practice, we must uphold the unity of technological empowerment and value-driven guidance, promoting the deep integration of digital technology with value cultivation, so that the core socialist values truly take root in students' minds and hearts, becoming the spiritual guidance and practical compass for their growth and development.

References

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