

Research on Ideological and Political Education Strategies Based on Artificial Intelligence Technology

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Abstract: Since the 1970s, artificial intelligence has been known as one of the world's three cutting-edge technologies. In today's world, it has become an independent branch and a self-contained system, presenting new features such as deep learning and cross-border integration. In recent years, with the progress of science and technology, the development of artificial intelligence technology is relatively rapid, widely used in many disciplines, and has achieved remarkable results, gradually coming into people's lives, has become one of the important topics of discussion. Ideological and political education based on artificial intelligence technology is facing new opportunities and challenges, such as the existence of contradictions between human beings and artificial intelligence, artificial intelligence has brought a greater impact on the ideological and political education environment, and the traditional mode of ideological and political education has been subverted, etc., which needs to be explored in depth. This paper analyzes the challenges facing ideological and political education in the era of artificial intelligence, and makes clear the necessity of ideological and political education based on artificial intelligence technology, and puts forward targeted strategies for the current problems, so as to provide references for ideological and political education in the future.

Keywords: artificial intelligence technology, ideological and political education, strategy research

Introduction

The term Artificial Intelligence was first coined in 1956. John McCarthy said at the Dartmouth Conference that "Artificial intelligence is about making the behavior of machines look like the intelligent behavior exhibited by people, artificial intelligence is the intelligence exhibited by man-made machines." And the United States Stanford University Artificial Intelligence Research Center, Professor Nelson, that "artificial intelligence is about the knowledge of the discipline", Professor Winston that "artificial intelligence is to study how to make the computer to do the past only human beings can do intelligent work." All these statements reflect the basic idea and basic content of artificial intelligence. In general, artificial intelligence is the study of the laws of human intelligent activities, through information technology to construct artificial systems with a certain degree of intelligence. Artificial intelligence involves a number of fields and raises a series of issues, and in recent years, it has also become a key content of concern for the discipline of ideological and political education, and ideological and political education based on the technology of artificial intelligence is one of the mainstream directions of its development. General Secretary Xi Jinping has also emphasized that the education sector needs to use artificial intelligence to promote education reform, and ideological and political education in the era of

artificial intelligence can build a more harmonious and interesting human-machine world.

1. The necessity of carrying out ideological and political education based on artificial intelligence technology

Ideological and political education based on artificial intelligence technology is an inevitable trend of the times. Artificial intelligence has a profound impact on human society's production and lifestyle and other aspects. The in-depth integration of artificial intelligence technology and ideological and political education can realize its educational goal of cultivating people with moral integrity, and can build a relaxing and pleasant classroom teaching atmosphere, so that ideological and political education can enhance the attractiveness of students and improve their interest in learning. At the same time, the use of artificial intelligence technology can stimulate students' creative thinking, select appropriate teaching resources according to the students' personality characteristics, meet the students' consciousness of thinking, and enhance the intelligent level of ideological and political education. In addition, the use of artificial intelligence technology can break the limitations of traditional teaching and improve the single teaching mode. Teachers can use artificial intelligence technology to accumulate classroom teaching resources, realize the visualization and visualization of thinking, so that teachers can choose appropriate teaching strategies and make fine adjustments to the teaching design according to the changes in students' ideology. Teachers can select appropriate teaching resources, enrich and expand classroom teaching content, and through real-time data transmission and feedback, timely detection of problems and solve problems, so as to improve the effect of classroom teaching. Ideological and political education based on artificial intelligence technology can collect, summarize and analyze the learning situation of students, providing teachers with good assistance and data support. Finally, artificial intelligence technology can help teachers grasp the learning characteristics of students through dynamic aggregation, analysis and positioning of students, and classify and integrate students with the same data, so that teachers can choose targeted teaching modes according to the aggregated situation, meet the differentiated characteristics of students, and realize the precise placement of educational resources. Simply put, ideological and political education under artificial intelligence technology can comprehensively focus on student characteristics, targeted penetration of humanistic care, promote the comprehensive development of students, and meet the personalized needs of students.

2. The challenges of ideological and political education in the era of artificial intelligence

There is an inherent contradiction between artificial intelligence and human beings, human beings have social attributes, while artificial intelligence is controlled by the program, there is an inherent heterogeneous contradiction. At the same time, there is a big difference between artificial intelligence and human thought, behavior and expression, and the two behavior patterns are completely different. Secondly, the development of artificial intelligence has brought a huge impact on the ideological and political education environment. Artificial intelligence has risen to the level of national strategy in recent years, and when human beings are freed from mechanical activities, it also makes some workers lose their jobs, and the technological change of artificial intelligence also conflicts with the interests of some human beings, thus affecting the value orientation of students to a greater extent. Culturally, artificial intelligence has also formed a characteristic technological culture, which has an impact on the humanistic nature of ideological education. The application of artificial intelligence in the field of teaching enriches the teaching mode of ideological education, but it can't guarantee that it can adapt to the law of teaching and promote the

development of students' ideology and moral character, and the social relations in the era of artificial intelligence are more complex. Finally, teachers use artificial intelligence technology to be able to find the essence of ideological and political education through the phenomenon, to promote the development and reform of the discipline of ideological and political discipline, breaking the traditional subject-object relationship model, contradicting the principle of language-based ideological and political education, and seriously hindering the smooth implementation of ideological and political education activities.

3. The exploration of ideological and political education strategies based on artificial intelligence technology

3.1 Changing the philosophy of ideological and political education

In the era of rapid development of artificial intelligence technology, information technology has brought new opportunities for ideological and political education, and teachers can adopt diversified methods to accumulate teaching resources, innovate the teaching mode, improve the classroom teaching system, and change the traditional purely offline teaching mode, which brings more possibilities for ideological and political teaching. In the face of the challenges to ideological adult education in the era of artificial intelligence, the subjective initiative of human beings should be fully utilized and thoroughly integrated into the classroom teaching environment. Teachers need to change the traditional concept of ideological and political education, adapt to the impact of artificial intelligence, understand the specific uses of artificial intelligence technology, give full play to the advantages of artificial intelligence technology, and guarantee the smooth development of ideological and political education activities. Moreover, to establish a correct sense of precaution, to avoid the negative impact of artificial intelligence on ideological and political education, always be vigilant, fully grasp the future development trend of artificial intelligence technology, tap the potential of students, cultivate students' creativity and innovative thinking and critical thinking, so as to guide the students to be able to reflect on their own and comprehensively understand the situation of artificial intelligence, so that they can be able to calmly face the changes of the future brought about by artificial intelligence, to adapt to the development trend of the times, and give full play to the advantages of artificial intelligence technology. Adapt to the development trend of the times, correctly recognize and reasonably use artificial intelligence technology. In actual teaching, teachers should ensure the organic integration of artificial intelligence technology and ideological and political education, maintain scientific education management concepts, improve the teaching effect of the ideological and political classroom, give full play to the technical advantages of artificial intelligence, and build a digital teaching classroom. With the help of big data and other informatization tools, the past teaching content is sorted out and deeply excavated, and the classroom teaching design is targeted, while the teaching system is improved. The integration of artificial intelligence and ideological and political education requires a long process, colleges and universities should fulfill their own main responsibility to realize the educational goal of "Lifelong Learning", change their own concept of ideological and political education, and fully recognize the technology of artificial intelligence to promote the innovation and research and development of the teaching method of ideological and political education.

3.2 Fully utilizing artificial intelligence technology to tap into the elements of political thinking

Ideological and political education based on artificial intelligence technology first needs to master and innovate the intelligent technology, so that it meets the needs of classroom teaching. Ideological education under artificial intelligence technology needs to create teaching scenarios with a sense of psychological

immersion, stimulate students' enthusiasm for learning, mobilize students' enthusiasm for learning, so that students can have a good learning experience in the teaching scenarios and realize the extension of artificial intelligence technology. When colleges and universities carry out innovative reforms in ideological and political education, they need to fully rely on advanced artificial intelligence technology such as big data and intelligent analysis to improve the teaching effect of ideological and political classrooms, and use intelligent technology to build teaching models, which provide reliable data support for teachers to carry out teaching design and formulate teaching guidelines. At the same time, teachers can use multimedia and other hardware equipment in the classroom, integrating server virtualization technology, integrating teaching resources, improving the utilization rate of resources, playing video, audio, text and other information in the classroom, so that students can intuitively understand the classroom teaching content. Utilize human-computer interaction to enhance the infectious force of the classroom. Teachers need to make clear that the main purpose of ideological education based on artificial intelligence technology is to promote the development of the discipline and improve the teaching system. Therefore, in the actual teaching process, colleges and teachers should deeply excavate the elements of ideology and politics in various disciplines, realize the integration of disciplines, widely use the teaching materials of various disciplines and ideology and politics resources, cultivate the students' moral cultivation, patriotism, rule of law consciousness, etc., and guide the students to set up a correct view of the three views, and make use of the artificial intelligence technology to make the theory of ideology and the elements of ideology and politics flow and become active. Finally, when teachers use artificial intelligence technology to carry out classroom teaching, they need to take students as the basis, follow the principle of people-oriented, and respect the main position of students, and teachers should make it clear that the activities of ideological and political education are undertaken, initiated and organized by people. It is necessary to give full play to the subjective initiative of human beings, with teachers acting as the designers and organizers of teaching activities, and artificial intelligence technology existing only as an auxiliary tool. Effective cooperation should be reached between schools, enterprises, governments and other subjects to promote the development and change of intelligent ideological and political education, build data platforms, realize information sharing, provide comprehensive services for students' development, give full play to the role of AI technology, break down barriers between schools, and give full play to the practical value of data.

3.3 Enhancing the comprehensive quality of the talent team and focusing on teacher building

From the perspective of colleges and universities. The quality and teaching ability of teachers have a direct impact on the quality and effect of classroom teaching, and ideological and political education based on artificial intelligence technology puts forward higher requirements for teachers. First of all, colleges and universities should improve the comprehensive quality of the teaching team, which mainly includes humanistic literacy, knowledge reserve, ethical and moral level, etc. It is necessary to give full play to the guiding advantages of teachers in classroom teaching to help students set up correct ideological and moral concepts. Colleges and universities should carry out regular training activities to cultivate the intelligent thinking of ideological and political teachers, so that they can master the means of using AI technology in training, so that they can accumulate classroom teaching resources through AI technology, use data thinking to recognize problems and solve them, and have intelligent thinking. At the same time, through training, teachers are able to integrate artificial intelligence technology with classroom teaching. It should be noted that colleges and universities should pay more attention to the intelligent ethical issues derived from the era of artificial intelligence, and require teachers to establish correct moral concepts,

self-discipline and privacy concepts, consciously abide by and maintain the teaching order, and set an example for students to learn. Secondly, the intelligent quality of ideological and political teachers should be improved, a perfect teacher assessment and evaluation mechanism should be established, the content of the assessment and evaluation should be summarized and summarized by using AI technology, and the innovative ability and the application ability of AI technology should be included in the assessment, so as to raise the importance of teachers' attention to AI technology. So that teachers can give full play to their innovative consciousness and improve the classroom teaching system. Finally, establish a perfect incentive policy to reward teachers who have a stronger effect of using artificial intelligence technology and higher theoretical quality, and give them financial protection and policy support. Advanced models are publicized to enhance teachers' sense of achievement, so that they can actively understand and learn artificial intelligence technology. From the perspective of teachers. Teachers need to cultivate professionals with artificial intelligence technology, cultivate students' ideological and political morality, and at the same time, improve students' skill level, so that they can adapt to the needs of social development in the new era, and master the change of ideological and political education in the era of artificial intelligence. Ideological and political education needs to be aimed at cultivating the comprehensive quality of students, and teachers can use artificial intelligence technology to carry out questionnaire surveys and other activities for students to strengthen communication with students. The common problems of students are grasped and solved in a timely manner, so that students can form a correct outlook on life, worldview and values, and cultivate students' ideology and morality.

4. Conclusion

In summary, the use of artificial intelligence technology to carry out ideological and political education courses plays an important role in the current education reform. In the actual teaching process, the Internet, big data and other information technology tools should be used in classroom teaching, to promote the development of informatization and intelligence in the teaching process, to improve the effect of classroom teaching, and to complete the educational task of establishing morality and educating people. Teachers should change the concept of ideological and political education, innovate the method of ideological and political education, and fully utilize artificial intelligence technology to mine the elements of ideology and politics. Reinvent the relationship between the subject and object, and strengthen the top-level design of the classroom. At the same time, colleges and universities should improve the comprehensive quality of the talent team, pay close attention to the construction of teachers, and provide solid human resources for ideological and political education. The integration of artificial intelligence technology and ideological and political education is one of the mainstream trends in the development of the times, and teachers are required to utilize artificial intelligence technology to develop resources, innovate teaching techniques, explore innovative paths of ideological and political education, and improve the effectiveness of classroom teaching. Teachers of ideological and political education should also clarify the importance of artificial intelligence technology and build a systematic classroom teaching system.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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