

# SWOT Analysis of Enhancing the Sense of Identity of Ideological and Political Education under the Background of Metaverse

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**Abstract:** As the epitome of the current development of digital intelligence technology and information technology, the metaverse has created a virtual space beyond the real world, providing new possibilities for education. This paper places the cultivation of ideological and political education identity in the context of the development of the metaverse, combines the SWOT analysis model, and analyzes the various advantages and disadvantages, challenges and threats of the cultivation of ideological and political education identity in detail, and explores the practical approach to enhancing ideological and political education identity in the future under its background.

**Keywords:** metaverse, virtual world, ideological and political education identity, SWOT analysis

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## Introduction

Since the term metaverse was proposed, it has aroused a lot of discussion in all walks of life. The concept of metaverse originated from the science fiction novel *Snow Crash* written by Neal Stephenson in 1992. Nearly 30 years later, it quickly ignited the capital market and the technology field, and then received enthusiastic attention and continued ripples in the whole society.<sup>[1]</sup> With the development of technology, the metaverse has gone from science fiction to reality and has become a space for people to live freely in the virtual world. In the field of education, the integration of ideological and political education and information technology has improved the effectiveness of education, promoted its technological and information-based development, and promoted innovation and development and the enhancement of identity.

### 1. Advantages and disadvantages: Analysis of the current status of ideological and political education identity in the context of the metaverse

At present, the metaverse has been applied to social, educational, and entertainment fields, and is rapidly expanding to other fields. With the widespread application of the metaverse in various fields of society, its entry into ideological and political education is an inevitable trend.<sup>[2]</sup> By analyzing the various advantages and disadvantages brought about by the development of the metaverse, this paper explores the current status of cultivating a sense of identity in ideological and political education under this background.

#### 1.1 Strengths analysis

##### 1.1.1 Immersive experience space integrating virtuality and freedom

In the process of ideological and political education, through virtual reality technology, the educated can experience various scenes and situations in the metaverse, stimulating their interest and enthusiasm in learning. Technologies such as digital twins and augmented reality project the "embodied" reality of educators and education objects into virtual space,

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and carry out ideological and political education in a "immersive" way according to the specified background, scene, and context.<sup>[3]</sup> Regarding the virtuality of the metaverse, it provides a virtual space parallel to reality, allowing the educated to immerse themselves in historical events and social phenomena, enhance emotional resonance, and promote the cultivation of ideological and political education identity. Regarding the freedom of the metaverse, It then designates a virtual world interfaced with the physical world, accessible through glasses and in which users would be represented by avatars allowing them to interact with each other and with the metaverse.<sup>[4]</sup> In the virtual environment, educators can design coherent educational content. Through participation and interaction, the educated gradually establish their identity and trust in ideological and political education, and then consciously accept and practice it.

### **1.1.2 Scenarios and interactivity create embodied learning**

Traditional ideological and political education usually adopts a one-way, linear theoretical teaching model, and the cultivation of identity remains at the theoretical level, lacking practical activities. Metaverse recreates historical events through virtual scenes, allowing learners to experience them from a first-person perspective, fully mobilize their senses, and achieve the unity of knowledge, emotion, will, and action. In addition, the virtual reality space created by Metaverse enhances the presence and perception of the "virtual body".<sup>[5]</sup> Learners can interact with the virtual environment in real time through virtual reality equipment such as VR helmets and gloves. Through these practical activities, abstract theoretical learning is transformed into a concrete physical and mental experience, making learners no longer passive recipients, but participants in embodied experience.

## **1.2 Weaknesses analysis**

### **1.2.1 Weakening of emotional connection between educators and learners**

The virtuality of the metaverse is one of its core characteristics. However, this virtuality will weaken the emotional connection between people. Traditional ideological and political education uses face-to-face communication, language, body language and facial expressions to convey information. However, in the metaverse, real people are replaced by virtual digital embodiments, and the subject's way of communication has changed from the warm physical and mental communication between people in the sensual real society to a series of cold symbol transmission.<sup>[6]</sup> Although educators and educated people can interact through virtual images, this method alienates the distance between each other and lacks real emotional communication. Virtual images cannot convey the educator's true emotions and attitudes, leading to a sense of distance, which in turn generates distrust or indifference, weakening the sense of identity with ideological and political education.

### **1.2.2 Immersive experience and loss of subjectivity**

Excessive immersion in the metaverse causes the educated to ignore real life and reduce their attention and identification with the real world. Traditional ideological and political education conveys core values, moral norms, and laws and regulations through schools, families, and society, helping to form a correct world view, outlook on life, and values. However, educated people who are overly immersed in the metaverse may resist these contents, weakening the real basis of ideological and political education identity. In addition, the conflict between virtual identity and self-cognition may also cause individuals to ignore or deny their real self. When individuals over-identify with virtual identities, it may lead to confusion and loss of self-cognition, and thus the cultivation of ideological and political education identity will be limited.

## **2. Opportunities and challenges: Future evaluation of ideological and political education identity in the context of the metaverse**

The emergence of the metaverse has injected new vitality into the cultivation of identity in ideological and political education and opened up new development space. In the future, it is necessary to analyze the opportunities and challenges it faces. In terms of opportunities, the learning society and technological means promote the cultivation of identity; in terms of challenges, the unclear definition of educational objects, technological colonization and lack of rules bring

development difficulties.

## **2.1 Opportunities analysis**

### **2.1.1 The establishment of a learning society promotes the deepening of identity cultivation**

The report of the 20th CPC National Congress stressed the need to “promote the digitization of education and build a learning society and a learning superpower with lifelong learning for all people.”<sup>[7]</sup>In the metaverse, a learning society with technology at its core transcends domain and geographical boundaries and attracts people from different backgrounds to participate in ideological and political education. In a learning society, the borderless nature can accommodate a large number of users, meet learning needs, promote the participation and learning of all people, and lay the foundation for the cultivation of a sense of identity in ideological and political education. In a learning society, the emphasis is placed on learning for all people and lifelong learning, so that learning is no longer limited to a certain stage or place, but becomes a part of life. A strong learning atmosphere is formed in society, and a sense of identity in ideological and political education is enhanced.

### **2.1.2 The application of technology to quantify the evaluation of identity cultivation**

In the context of the metaverse, advanced technologies enable effective detection and feedback of the process of cultivating a sense of identity in ideological and political education, and visualize emotions. The platform can collect learning data of learners in real time, and through data analysis, quickly understand the learning status and progress, evaluate teaching quality and adjust strategies. In traditional education, thoughts and emotions are difficult to observe and quantify directly, but in the metaverse, with the help of VR, AR and XR technologies, thoughts and emotions can be transformed into perceptible visual, auditory and tactile forms, thus achieving visualization. In ideological and political education, these technologies can be used to vividly display the emotional changes of learners, adjust teaching strategies in a timely manner, capture emotional fluctuations, strengthen the emotional connection between educators and learners, and enhance the effect of cultivating a sense of identity.

## **2.2 Threats analysis**

### **2.2.1 The vague definition of educational objects weakens emotional experience and identification**

In the context of the metaverse, the objects of education are no longer limited to individuals in the real world. Technological innovation has blurred the objects and boundaries of education. Modern science and technology have spawned many "non-real" subjects, such as "virtual people", "digital people" and "electronic people". This complex and diverse expansion of educational subjects and boundaries has brought unprecedented challenges to ideological and political education, and the cultivation of its sense of identity has become more complex and difficult to grasp. This means that part of the real emotions of ideological and political education's sense of identity will be transformed into virtual characters with technology as the core, and the emotional characteristics and ideological cognition of virtual characters are the mapping and reflection of real subjects. Therefore, this will increase the difficulty of controlling the emotions of real subjects and cultivating their sense of identity.

### **2.2.2 Technological colonization and lack of rules disrupt the perception of reality**

In the metaverse, technological colonization leads to the simplification of information and cognition of the educated, forming an information cocoon and distorting the cognition of the real world. When people are exposed to one-sided information and values, they are easily misled by the concepts set by technology leaders, making their own thoughts increasingly simplistic and impoverished. In addition, due to the complexity of the rules of the virtual world, the rapid changes of information, and the advanced level of cutting-edge technology, ideological and political education is inevitably disturbed by malicious, false, negative and other bad information in the process of information dissemination. If this information overrides the rules and is transmitted at will, ideological and political education cannot be effectively screened and filtered at the data information level, and its educational effect and appeal will be greatly reduced.<sup>[8]</sup> When people are

exposed to this bad information in the metaverse, their thoughts and emotions are easily disturbed and misled, which will distort their cognition of the world and undermine their recognition of correct values, resulting in a vague cultivation of ideological and political education identity.

### **3. A practical approach to enhancing the sense of identity of ideological and political education under the background of the metaverse**

#### **3.1 Build a main camp for ideological and political education and culture**

In the context of the metaverse, it is necessary to create a good cultural theme to enhance the sense of identity of ideological and political education. Educators can use virtual reality (VR) and augmented reality (AR) technology to build an immersive ideological and political education environment and cultural atmosphere. Through AR technology, virtual exhibitions can be set up in places such as parks, allowing the educated to inadvertently learn about the country's history and culture while playing, thereby enhancing their sense of identity and pride in the country. This entertaining way of education can not only attract the attention of the educated, but also allow them to naturally accept ideological and political education in their daily lives, and enhance their emotional identity and sense of belonging.

#### **3.2 Establish clear institutional rules and standards**

In view of the application of modern science and technology, people need to establish a set of clear institutional rules and standards to regulate user behavior and prevent technology abuse and malicious behavior. On the one hand, in the metaverse, we must adhere to the crackdown on violations of rules and standards. People must be highly vigilant against those who use virtual identities to conduct illegal acts, spread malicious information, and even attempt to endanger the ideological security of our country in the metaverse. On the other hand, we must always keep a clear head, monitor and manage the information in the metaverse in real time, and promptly discover and deal with bad information. We must actively seize the ideological high ground and lead social thought with positive voices.

#### **3.3 Development and needs of people based on reality**

Ideological and political education always adheres to the educational goal of establishing morality and cultivating people. It is to shape people's values and moral sentiments through the four aspects of knowledge, emotion, will and action, and promote the comprehensive development and improvement of real people. People need to strictly draw a clear line between the virtual and real worlds, emphasizing that people are always in a dominant position whether in the virtual world or in the real world. The knowledge and skills that people learn through technical means must promote their own development, and must also return to the real world to promote the development of people in the real world. Therefore, educators should avoid excessive virtualization of the subject of ideological and political education, ensure that the subject of ideological and political education is always real people, and effectively transmit and implement it in real life.

#### **Conflicts of interest**

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

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