Discussion on the challenges and countermeasures of artificial intelligence enabling ideological and political education in colleges and universities

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Abstract: As artificial intelligence (AI) technology increasingly infiltrates higher education, ideological and political education confronts novel challenges. Traditional teaching approaches must adapt to contemporary demands, necessitating alignment with the evolving AI landscape. By harnessing AI, there is the potential in enhancing teaching methods within ideological and political education, thereby improving educational effectiveness and fostering students' ideological and comprehensive development. This paper delves into the integration of AI into civics education in higher education institutions, examining the value of AI technology in this context and proposing strategies to enhance ideological and political education. The aim is to contribute to the cultivation of socialist builders and successors who embody moral, intellectual, physical, spiritual, aesthetic, and laborious qualities.

Key words: artificial intelligence; ideological and political education; colleges and universities; challenges; countermeasures

1 Introduction

The main purpose of ideological and political education in colleges and universities is to cultivate students' good personality and correct values. With the continuous development of artificial intelligence, the traditional approach to ideological and political education in college ideological and political theory classes has become unable to satisfy the diverse needs of contemporary college students. In order to improve the teaching quality of college ideology and politics, this paper applies artificial intelligence to the theory of college ideology and politics, and provides teachers and students with a more effective teaching environment by providing them with a variety of innovative ways and tools such as personalized teaching, intelligent assisted teaching, data analysis and mining. By discussing the use of artificial intelligence in the teaching of civics in colleges and universities, and analyzing the value of the application of artificial intelligence technology in civics in colleges and universities, as well as exploring some countermeasures for civics, we will make a positive contribution to the cultivation of socialist builders and successors with all-round development of "morality, intelligence, physicality, aesthetics and labor" [1].

2 The value of artificial intelligence in ideological and political education in colleges and universities

2.1 Precisely positioning and strengthening the relevance of ideological and political education

In the traditional teaching method of civics and political science, teachers rely on their own subjective knowledge and experience to assume the interests, behaviors and actual needs of college students, and teach them in the way of indoctrination, which is difficult to achieve the purpose of modern talent cultivation. In the era of artificial intelligence, the information technology creates conditions for cultivating students' comprehensive and personalized goals. Students' thoughts, emotions, needs and behaviors can be expressed through mediums such as language, text, audio, video, and images. Utilizing artificial intelligence, we can scientifically describe the thinking patterns of college students, accurately grasp their behaviors, and precisely identify their needs. Through the positioning and analysis of artificial intelligence, targeted teaching programs will be provided to improve the quality of teaching and allow each student to develop individually, which gives teachers a better chance to focus on each student's unique personality and potential, nurturing their individual strengths and talents.

2.2 Promoting the accurate articulation of a broad ideological education model

Artificial intelligence has the ability of data-feedback and guidance. Through the collection, analysis and processing of a large amount of data on students in colleges and universities, AI can provide teachers with deep insights into students' thoughts, behaviors, and other pertinent information. This enables teachers to receive timely and accurate feedback and guidance, so that teachers can accurately understand the needs and problems of each student, as a way of strengthening the linkage between the school and the students. Empowering precise ideological and political education in colleges and universities through artificial intelligence can create conditions for the whole process of educating people. In the process of students' growth, they will encounter many problems, and artificial intelligence can provide more personalized education and guidance to them, through which it impresses the students' hearts and minds, and allows them to set up a correct view of the world, human nature, and values, so as to achieve the effective guidance of their thoughts and behaviors. Through the empowerment of this precise ideology and the combination with artificial intelligence, the Internet is used to build an immersive nurturing environment, so as to realize all-round nurturing, in which students can understand society, life and the world in a more in-depth manner, thus cultivating a more comprehensive and complete personality and ability. The application of artificial intelligence technology to colleges and universities is a prevalent trend in the development of the current era, which can promote the improvement of the civics and political teaching mode, provide students with more activity space, and help improve the cohesion of college students [2].

3 The challenges of artificial intelligence enabling ideological and political education in colleges and universities

3.1 Weakening of the effectiveness of ideological and political education

The rapid advancement of artificial intelligence has posed challenges to traditional ideological and political education in colleges and universities, particularly in terms of effectiveness. One major challenge is the blurring of ideological boundaries in the digital realm, which is further exacerbated by the influence of Western nations. These countries leverage their technological prowess to disseminate universal values to young students, often presenting these values in an apparently apolitical manner. This approach undermines the effectiveness of ideological and political education, as it may lead students to passively adopt external ideologies without critical examination or reflection. In the digital age, colleges and universities rely heavily on official microblogs and WeChat public accounts to communicate with students, sharing updates on societal trends, major events, and campus news. However, students' interests are multifaceted and constantly

evolving, shaped by a variety of factors including personal experiences, social interactions, and media exposure. As a result, students are more inclined to engage with topics that resonate with their emotions and interests, rather than those presented on mainstream platforms [3].

3.2 The lack of composite teachers under artificial intelligence

General Secretary Xi Jinping emphasized the importance of teachers serving as role models: "If you want to cultivate students into certain individuals, you must first embody those qualities yourself. Teachers should serve as mirrors for their students, leading by example." This underscores the crucial role teachers play in ideological and political theory courses, where their high political quality and professionalism are essential for effective education in colleges and universities. While the integration of artificial intelligence into ideological and political education is becoming increasingly prevalent, it presents a challenge for experienced teachers in this field. Some senior teachers are hesitant to adopt intelligent products and equipment due to their age, which may hinder their ability to keep pace with the ever-evolving educational landscape. As the integration of artificial intelligence into practical teaching becomes more common, teachers who fail to embrace and utilize these technologies risk compromising the quality of their teaching and falling behind. Integrating artificial intelligence into ideological and political education requires teachers to possess dual qualities. They must have specialized knowledge in areas such as Marxism and pedagogy as well as a solid understanding of artificial intelligence information technology. Currently, there is a gap in expertise among teachers, with some being knowledgeable in artificial intelligence but lacking understanding in ideological and political education, and vice versa. This gap hinders their ability to design teaching platforms according to AI technology, thus impacting the effectiveness, flexibility, and relevance of teaching methods in the era of networking. Furthermore, colleges and universities require teachers to collect and analyze students' data using intelligent platforms. This necessitates teachers to have the skills to visualize and structure data effectively, which poses a significant challenge for teachers of ideological and political theory courses. The lack of familiarity with various types of ideological and political education among intelligent experts hired by educational institutions further complicates the integration of AI and ideological and political education. This highlights the need for teachers with dual expertise who can effectively bridge the gap between these two fields.

4 Countermeasures exploration of artificial intelligence enabling ideological and political education in colleges and universities

4.1 Scientific setting of webinar topics to strengthen the value recognition of civic education

In the context of civic education, the scientific setting of webinar topics plays a crucial role in enhancing students' recognition of values. By leveraging artificial intelligence technology, educators can tailor webinar topics to resonate with students' interests and needs, thereby increasing their engagement and understanding of civic concepts. For example, AI can analyze student data to identify trending topics or issues of concern among students, allowing educators to design webinars that address these topics in a relevant and meaningful way. Additionally, AI can facilitate interactive and dynamic webinar experiences, such as virtual simulations or scenario-based learning, which can make civic education more engaging and impactful [4]. Moreover, the use of AI-powered platforms like smart library classrooms can provide valuable insights into students' learning behaviors and preferences, enabling educators to customize webinar content to suit individual learning styles. For instance, AI can identify students who may be struggling with certain concepts and suggest supplementary resources or exercises to aid their understanding. This personalized approach can significantly enhance the effectiveness of civic education and promote a deeper understanding of civic values among students. Furthermore, the integration of AI into civic education can also enhance the overall learning experience by providing students with access to a wealth of information and resources. For example, AI-powered chatbots can provide instant answers to students'

questions, while AI-driven content recommendations can help students discover new and relevant learning materials. Additionally, AI can facilitate collaborative learning experiences by connecting students with similar interests or learning goals, allowing them to collaborate on projects and share knowledge.

4.2 Promoting the demonstrative use of smart scenarios and pedagogical reform

Promoting the demonstrative use of smart scenarios and pedagogical reform in civic education through artificial intelligence integration involves practical and strategic considerations. One key aspect is the implementation of intelligent classrooms and virtual teaching demonstrations, which serve as essential tools for educators to adapt to and utilize intelligent technologies effectively. These platforms empower educators with firsthand experience in using AI tools, which can significantly enhance their enthusiasm and proficiency in incorporating these tools into their teaching methods. Furthermore, integrating teaching, learning, management, and civic education with AI requires a systematic approach. Educators must evaluate the effectiveness of AI applications in civic education scenarios and use this feedback to refine their teaching strategies. This process involves developing demonstration courses and teaching platforms that showcase the benefits of AI in civic education. By highlighting successful AI integration in civic education, colleges and universities can inspire other institutions to adopt similar practices, thus advancing the overall quality of civic education. Creating a demonstration system for AI-enabled civic politics also involves integrating online and offline teaching resources. This integration allows students to access educational materials and participate in learning activities, regardless of their location or time constraints. By promoting a flexible and accessible learning environment, colleges and universities can enhance student engagement and facilitate a deeper understanding of civic values and concepts.

4.3 Strengthening information skills training for teachers of civics and political science courses by focusing on teachers

Teachers of ideological and political education in colleges and universities play a crucial role in moral education and character development. Particularly, young teachers are at the forefront of integrating artificial intelligence into ideological and political education. In the era of artificial intelligence, traditional educational methods no longer suffice, and ideological and political teachers must adopt a proactive approach towards artificial intelligence, adapting to current educational trends and exploring education methods that cater to the diverse needs of students using AI technology. Therefore, it is essential for civics teachers to actively acquire relevant theoretical knowledge and practical skills in AI. They should utilize information technology to collect and analyze student data accurately and swiftly, helping students address challenges encountered in civics education, thus fostering a closer relationship between teachers and students. Colleges and universities should provide regular information technology training for civics teachers, inviting IT experts to conduct training sessions with an emphasis on hands-on practice. This approach creates a conducive environment for students to learn and apply their knowledge. To enhance teachers' enthusiasm for AI-learning, the ability to use AI should be included in the performance evaluation of civics and political science teachers. Furthermore, colleges and universities should facilitate exchanges and interactions among teachers, organizing regular offline academic exchanges on the application of artificial intelligence in civics education. This enables teachers to learn from each other and promotes the effective application of AI in civics education. For individuals specializing in artificial intelligence information technology, colleges and universities should ensure they continuously learn and master civic and political knowledge. This helps strengthen their understanding of ideological and political education, ensuring a robust knowledge base for future application of AI in civics education [5].

4.4 Building a nurturing atmosphere in the light of the laws and characteristics of civic education in higher educational institutions

To effectively integrate artificial intelligence technology with ideological and political education in colleges and universities, it is essential to adhere comprehensively to the principles of ideological and political education. This ensures that the fusion of artificial intelligence technology and ideological and political education in colleges and universities retains its essence. In the current era of information, students have distinct emotional, knowledge, and behavioral needs. As the primary target of ideological and political education, college students' psychological needs and ideological trends must be understood to create an environment conducive to their personalized learning and development. In teaching activities, fostering a positive learning environment is crucial. This can be achieved by actively guiding students to adapt to the educational environment, cultivating their intelligent learning skills and theoretical knowledge. It is important to incrementally introduce the history of artificial intelligence development and its applications to enhance students' cultural literacy and prepare them for the correct use of AI. Considering the physical and mental development of college students, teachers of ideology and politics can create a nurturing environment for students through artificial intelligence to realize moral education. Utilizing big data technology to obtain students' learning behavior data, teachers can adjust teaching methods for different students in real-time, making the teaching of civics in colleges and universities more intelligent and efficient. While artificial intelligence technology surpasses human capabilities in computing power, information storage, and analytical ability, the goal of ideological and political education in colleges and universities is to cultivate socialist successors. Therefore, besides cultivating students' knowledge and skills in artificial intelligence, it is crucial to guide them in developing qualities that artificial intelligence lacks, such as emotional expression, understanding of human thought processes, and emotional empathy [6].

5 Conclusion

In conclusion, the integration of artificial intelligence (AI) with ideological and political education in colleges and universities marks a significant advancement in traditional teaching methods. AI's ability to offer personalized teaching, intelligent assistance, and sophisticated data analysis has transformed both student learning experiences and teaching practices. This technology has the capacity to tailor educational content to the specific needs of individual students, thereby enhancing the overall effectiveness of teaching. Furthermore, AI equips educators with a wealth of tools and resources that can enhance teaching quality and efficiency. By bridging the gap between technology and education, AI is revolutionizing ideological and political education, promising to drive teaching reforms and student development. As we look ahead, AI-led ideological and political education will continue to evolve, better aligning with the demands of the modern era. This approach will nurture a new generation of well-rounded individuals, contributing significantly to the nation's endeavors in building a modernized socialist power.

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Conflicts of interest

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

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