

Digital Empowerment of the Innovation of Ideological and Political Education Methods

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Abstract. Digital technology has significantly empowered ideological and political education. Digital ideological and political education is the requirement of reform and innovation of ideological and political education in the new era. It is not only the innovation in the instrumental sense, but also the renewal of the mode of thinking on the value level. In the digital era, ideological and political education plays a leading role in the field of ideology and politics, and it should make use of big data technology to enhance the cohesion and leadership of the mainstream ideology, to enhance the vividness of ideological and political education by adapting educational content and methods, and to gather the power of ideological and political education by taking digital technology as the basis, breaking through the limitations of time and space and the field, and realizing the collection and sharing of high-quality resources.

1 Introduction

Digitalization of education is an important strategic task put forward by the Party and the state based on the overall situation of development, and an important direction of educational reform and innovation in the new era. General Secretary Xi Jinping emphasized that “the digitalization of education is an important breakthrough for China to open up new tracks and create new advantages for education development”. Empowering the ideological and political education with digital technology is not only a strategic requirement for the development of the cause of the Party and the state, but also a realistic need for the reform and innovation of the ideological and political education in the new era. In recent years, some experts in the field of educational research have engaged in discussions on reform and innovation in ideological and political education in the digital age. Academics generally agree that the integration of digital technology into ideological and political education is imperative.

“Work must be done with the right tools, and the tools must be used to their fullest potential to find the right method.” Broadly speaking, digital technology refers to the collection of various technologies and methods that utilize different types of digital devices, software systems, and digital means to achieve functions such as digital collection, processing, storage, transmission, analysis, and application of information, aiming to enhance the operational efficiency and innovation capabilities of human society. Narrowly defined, it is a technological system that takes computer technology, network technology, big data technology, artificial intelligence technology, etc. as the core to conduct in-depth processing and precise application of digital information. In the

digital age, the innovation of ideological and political education methods needs to correctly handle the relationship between “Tao” (principles), “Method” and “Tool”, adhere to the fundamental task of establishing morality and educating people, follow the law of education, and face the high-quality development of connotation.

2 Enhancing the leadership of ideological and political work in the digital age

In September 2024, General Secretary Xi Jinping pointed out at the National Conference on Education that “the education power we want to build is a powerful socialist education with Chinese characteristics, which should have strong ideological and political leadership, talent competitiveness, scientific and technological support, people's livelihood security, social synergy, and international influence, and provide powerful support for promoting the comprehensive construction of a strong country and the great cause of national rejuvenation in a Chinese way.” Among these, the leadership of ideological and political is in the first place. Firstly, the leading power of ideological and political education provides the correct value orientation for the construction of a powerful education nation. The fundamental task of education is to foster virtue through education. Ideological and political education can ensure that educational activities always move forward in the direction of cultivating builders and successors of socialism. It guides students to establish correct world outlook, outlook on life and values, enabling education to firmly hold the ground of mainstream ideology and avoid losing its way in the cultivation of

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talents under the background of the collision of diverse cultures and values. Secondly, from the perspective of national strategic level, the leading power of ideological and political education helps to implement the national educational policies, educational concepts, etc. into educational practice. The original innovation of ideological and political education in the digital era should be guided by Marxism, especially the contemporary Chinese Marxism, and should take the education of ideals and beliefs as the core, the education of patriotism as the focus, the basic moral norms as the basis, and the all-round development of students as the goal. It is necessary to give full play to the effectiveness of digital technology, improve the fit between the reform and innovation of the supply side of ideological and political education and the demand side, train people for the Party and talents for the country, and comprehensively improve the quality of ideological and political education.

2.1 Promoting alignment between supply and demand sides of ideological and political education content by algorithm technology

User portraits of basic information data of education objects are created by algorithm technology, and an education guidance model is integrated and optimized according to the supply and demand relationship, so as to promote the echo between the supply side and the demand side of ideological and political education content. On the premise of abiding by the legality of data acquisition, the multi-dimensional analysis and mining of daily learning, communication life and various platforms behavior log data of education objects are carried out, and a multi-dimensional data model covering knowledge structure, ideological dynamics, theoretical concern, thinking characteristics, cognitive habits, value choice and other levels of education objects is created to assist the decision-making of ideological and political education.

2.2 Incorporating mainstream ideological values into the entire process of intelligent algorithm recommendation

Efforts should be made to enhance the cohesion and leadership of the main ideology in the digital space of ideological and political education. It is necessary to control the digital technology with the main value orientation and focus on the characteristics of students' digital community.

The mainstream ideological values are embedded in the whole process of intelligent algorithm recommendation, which strengthens the momentum of the mainstream ideology and ensures that the information always presents positive and beneficial values. It gives the mainstream ideology a higher transmission weight, and through the digital technology platform, it designs the content module of the mainstream ideology precisely, and conveys the content of political, ideological, contemporary and intellectual nature to the educated in a vivid form, so as to realize that the biggest variable of digital technology is transformed into the biggest

increment of socialist ideology cohesion and ideological leadership.

3 Matching content and methods to enhance the vitality of ideological and political education

The achievement of educational goals relies on the synergy between educational content and methods. As the core carrier of educational activities, educational content encompasses a rich and diverse range of knowledge systems, practical skills, and ideological concepts, etc. Its aim is to provide the educated with an information source for understanding the world and developing themselves. Meanwhile, educational methods serve as a bridge between educators and the educated, which are a series of strategic means and implementation paths designed to accurately and efficiently transmit educational content. From the perspective of the effectiveness of the educational process, the compatibility between the two is of crucial importance. This compatibility inherently requires that educational methods must possess a high degree of adaptability and effectiveness so that they can transmit the educational content to the educated in the most appropriate and understandable way, thereby promoting them to gradually understand the connotations and values of the educational content on multiple levels such as cognition, emotion, and behavior, further actively accepting these contents, and finally internalizing them deeply into the organic components of their own knowledge structures, ability systems, and value concepts, thus laying a solid foundation for their comprehensive development.

As General Secretary Xi Jinping pointed out, "the essence of ideological and political education is to explain things; it is necessary to pay attention to methods and explain things deeply, thoroughly, and vividly". The use of vivid digital technology, based on educational content and students' actual situation, reasonably chooses ideological and political education methods, and forms an effective educational content dissemination matrix, which can enhance the appeal of education and teaching and improve students' sense of gain.

3.1 Analysis of a single teaching task

From a single teaching task, according to the different types of content supply, through on-site lectures, audio, video, virtual reality and other forms, combined with discussion, heuristic, case, experience and other educational methods, so that ideological and political education is more targeted, attractive and easy for the educated object to absorb internalization.

3.2 Analysis of the whole task

Generally speaking, the efficient integration and utilization of ideological and political education resources through digital technology, and the promotion of ideological and political education quality and efficiency

through platform construction and space-time expansion. Under the multi-dimensional drive of digital technology, big data technology makes it possible to accumulate, obtain, efficiently manage and analyze vast amounts of heterogeneous data resources in ideological and political education. This digitization is not a simple electronic conversion of paper books or a move of physical reading rooms to online, but a suitable transformation of digital resources based on educational goals. Such as the research paradigm, discourse expression and even theoretical vision of disciplinary knowledge. Convert the research paradigm, discourse expression, and even theoretical perspective of disciplinary knowledge into language and narrative modes that students can easily understand, transform the discourse of ideological and political education from abstract communication discourse into daily language that people love to hear, thereby enhancing the effectiveness of ideological and political education. By leveraging digital technologies such as elastic computing infrastructure represented by cloud computing, mobile communication technology represented by 5G, virtual reality supported by environmental modeling technology, and artificial intelligence based on deep learning, we aim to create an all-time, full-process, and omnipresent ideological and political education ecosystem.

4 Enhancing the synergy of ideological and political education through digital technology

In the digital age, the “center-periphery” linear communication structure constructed by traditional ideological and political education is facing profound structural changes and reconstructions. The one-way output mode of teaching and learning formed based on the traditional paradigm in the past can hardly adapt to the new requirements of diversity, interactivity and immediacy brought about by the digital wave of information. Instead, a new pattern of teaching and learning that reflects the characteristics of two-way interaction and collaborative progress between the educator and the educated has emerged. At this critical historical juncture of digital transformation, the innovation of ideological and political education methods has become the core hub for promoting the iterative upgrading of the entire ideological and political education system. By integrating multiple educational elements, it has achieved the systematic aggregation and functional optimization of key categories such as educational subjects, educational contents, educational models, educational scenarios, educational carriers and educational feedback, and further constructed a multi-dimensional, multi-level and interconnected ideological and political education ecological network. Digital technology, as a fundamental driving force for contemporary social change, has fundamentally reshaped the temporal and spatial boundaries and action fields of ideological and political education methods. With the help of cutting-edge digital technology clusters such as cloud computing, big data and artificial intelligence, ideological

and political education has broken through the rigid limitations of traditional physical time and space, realizing the digital storage, network transmission and intelligent distribution of educational resources. The vigorous emergence of emerging educational carriers such as online education platforms, social media matrices and mobile learning applications has made the communication path of ideological and political education change from single to multiple and from linear to networked, greatly enhancing the accessibility and coverage of educational information. At the same time, the in-depth application of immersive technologies such as virtual reality (VR), augmented reality (AR) and mixed reality (MR) has created highly realistic and emotionally charged educational scenarios for ideological and political education, transforming abstract theoretical knowledge into perceptible and knowable virtual experiences, effectively promoting the in-depth participation of the educated at the cognitive, emotional and behavioral levels, significantly enhancing the effectiveness and influence of ideological and political education, and thus providing a solid technical support and an innovative power source for gathering the multiple forces of ideological and political education and realizing the modern transformation of ideological and political education in the digital age.

4.1 Analysis concerning the time dimension

From the perspective of time, traditional ideological and political education activities are limited to specific periods, which is an irreplicable, instant, and single educational practice. However, the integration of big data technology breaks the time limit of traditional ideological and political education activities, making ideological and political education activities into an educational activity that can be rewatched, with free time periods, and can be divided. That is, the educated can accept ideological and political education without being limited by time by rewatching relevant teaching videos, freely choosing learning time, and learning by time periods.

4.2 Analysis concerning the spatial dimension

From the perspective of space, big data technology breaks the limitation of the traditional field of ideological and political education activities. The digital course resources that can be co-constructed through interactive videos, digital twins, etc., and the educated can enjoy more high-quality ideological and political education resources in an online or offline, virtual or real way. A variety of major learning live broadcasts and other channels to overcome the limitations of reality and space, in-depth, immersive experience.

4.3 Analysis concerning a field perspective

From the perspective of the field, based on the system thinking, the concept of educating everyone, the whole process and all-round education is implemented, and the ideological and political education teaching field is constructed as a whole, which is integrated with the smart

campus and the smart classroom. Infrastructure layer, data management layer, resource sharing layer, education application layer and other different dimensions of supporting facilities are constructed. Construct a digital base without blind spots, without broken points and with characteristics, flexibly combine and dynamically expand the scenarios, disciplines and themes, and build an integrated smart application system for data collection, analysis and application, so that different spaces, data and platforms can be deeply integrated with key elements such as interconnection, organization, data, message and application. Promote the gathering and sharing of high-quality resources of ideological and political education at all levels and kinds.

5 Conclusions

The sub-index of “Reform and Innovation” in the Standards for the Construction of Political Theory Courses in Institutions of Higher Learning (Revised Edition, 2021) by the Ministry of Education highlights the requirement of “Eight Unification” and lists it as a key Indexin Category A. It calls for deepening reform and innovation in political theory courses, insisting on the unity of political nature and scholarly rationality, value and knowledge, construction and criticism, theory and practice, unity and diversity, dominance and subjectivity, indoctrination and inspiration, explicit education and implicit education. We should actively explore reforms in teaching methods, optimize teaching means, and continuously strengthen the ideational, theoretical, and appealing nature of political theory courses as well as their pertinence. The reform and innovation of ideological and political education should focus on political guidance, academic interpretation, and value shaping. It should base itself on the lively practice of socialism with Chinese characteristics in the new era, find out the entry point, focus point, and combination point, and strive to achieve success.

In a deeper sense, innovation is an insistence on making full use of new thinking, concepts and methods at the value level. At the National Conference on Education in 2024, Xi Jinping emphasized that we must unswervingly use the socialist ideology with Chinese characteristics in the new era to educate people for the soul, and implement the project of establishing morality and educating people in the new era. We will continue to strengthen and improve the ideological and political education in schools in the new era, focus on using successful cases of great changes in the new era, give full play to the function of red resources in education, and constantly expand the space and positions of practical education and online education. The integration of digital technology and ideological and political education is not only about using digital technology as a tool for empowerment and authorization, nor is it about treating ideological and political education as an exercise field for digital technology for the sake of virtuality and VR for the sake of brilliance. Instead, it emphasizes the embedding and integration of the two at the level of problem consciousness. The field of Ideological and political education actively applies digital intelligence thinking and

digital technology, integrates the traditional advantages of ideological and political education with new technologies, and builds a digital ideological and political education system suitable for learning and school conditions, and promotes the high-quality development of ideological and political education. There is still a long way to go.

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