Research on The Construction of College Students' Network Ideological and Political Education Platform Based on Artificial Intelligence Technology

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Abstract.
Digital technology has been widely used in all walks of life in our country, and its role is becoming more and more significant. University educators are also turning their attention to emerging science and technology. In the context of artificial intelligence technology, advanced artificial intelligence models have greatly compensated for the deficiencies of traditional education in university courses. This paper first gives a brief overview of artificial intelligence technology and ideological and political education in colleges and universities, and uses artificial intelligence technology to analyze the basic elements of building a network ideological and political education platform. The education direction of students in the big data environment will tend to improve the quality of thinking and learning ability. Teaching workers can not only rely on the channel of the network ideological and political platform, use the Markov model to consider the original state of students and eliminate the basic differences of students, but also apply the Markov chain to the evaluation of teaching effects, which can improve the thinking of college students. Political education Education level is very important.

Keywords: *Digital technology; Artificial intelligence technology; Platform construction*

1   INTRODUCTION

Internet has become an important channel for college students to acquire knowledge and information, an important place for them to express their thoughts and feelings, and an indispensable part of college students' life. With the continuous progress of science and technology, China has gradually stepped into the information age [3]. The symbol of information society is efficient computer internet technology. Strengthening and improving college students' ideological and political education is a huge project, which needs to be implemented systematically and harmoniously. The education in colleges and universities is also influenced by the subtle influence of computer Internet technology, and the Internet has gradually become a favorable assistant for students in their learning process. With the continuous development and popularization of the emerging mobile Internet, the rapid improvement of software and hardware technology has accelerated the network education into the campus. At present, with the continuous development and maturity of network technology, it also brings new opportunities and challenges to school teaching under this background. With the rapid development of networking, how to realize the networking of college students' ideological and political education has become an important problem that needs to be solved urgently [4]. Therefore, the core of college students' ideological and political education in the new period lies in "adapting to the situation, advancing with the times, and taking advantage of the situation", so as to speed up the pace of online education on campus. With the innovation and development of science and technology, network-based ideological and political education will surely approach college students and become another path in the main channel of ideological and political work in colleges and universities. In the teaching activities of modern colleges and universities, the network platform is used to effectively expand the coverage and operation and maintenance space of ideological and political education, which greatly promotes the role of ideological and political education of contemporary college students, and at the same time promotes the formation of a good campus cultural environment and educational atmosphere. In the ideological and political education in colleges and

universities, it is necessary to innovate new educational models and creatively develop and explore new educational means and methods according to the characteristics of contemporary college students [2]. Based on the current situation of ideological and political education for college students, this paper studies the advantages, functions, purposes, significance and feasibility of the network ideological and political education platform, and constructs the network ideological and political education platform for college students with Markov model.

2 PROBLEMS EXISTING IN INNOVATIVE TRAINING PLATFORM AND EFFECTIVENESS EVALUATION OF COLLEGE STUDENTS

2.1 The construction of the platform needs to meet the operability of students

Building a successful Internet platform is not only directly related to its page views, but also closely related to the operability of the platform. Understanding, grasping and evaluating the ideology and political quality of contemporary college students should be based on the development of contemporary society. From the perspective of integrated technology acceptance theory, the four major factors that affect the theme's acceptance of new things are: achievement expectation, usability expectation, help condition and social influence [5]. Therefore, e-learning and complete online courses are gradually becoming popular. In the era of information change, basic education puts forward higher requirements for networking, which is an important problem that universities urgently need to solve. Construct a platform of ideology and political education for college students on the internet, and use this new carrier to strengthen the propaganda of current political education and raise the level of ideology education for students. Internet has the characteristics of virtuality and openness. On the Internet, college students can log in to the network at any time and any place with virtual identities, and enjoy the network resources equally; College students can get to know each other with anyone through the internet and carry out interpersonal communication in the real world [6]. According to the different users of the platform, it is divided into three modules: student module, teacher module and system administrator module, etc. Different modules provide different functions for different user permissions. Test management and other functions, if it is a simple task that an individual can accomplish, it only includes two functions: training arrangement and daily newspaper development. The linear regression fits well:

$$R^2 = 0.737 \succ 0.6, \tag{1}$$

This means that the results of this operation can truly and reliably reflect the impact of "learning interest", "technical support" and "learning situation" on teaching satisfaction. There is no multicollinearity among the three independent variables, and VIF is less than 5. The regression equation is significant:

$$F = 36.415 \tag{2}$$

It means that at least one of the three independent variables can significantly affect variable satisfaction. Interest in learning can significantly positively affect satisfaction：

$$B = 0.052 \tag{3}$$

The combination of Internet and education is gradually improving. Learning platforms and learning software built on the Internet at home and abroad have become mature. At present, there are many online education platforms and learning app applications on the Internet, which can arouse college students' interest in learning and meet their cognitive needs at the learning stage [7]. In addition, college students are interested in novels, animation, games, online shopping, live broadcast and so on, and the rich resources of the network can meet the instrumental and target needs of college students. A survey of college students' interest in network application platform is shown in Figure 1.
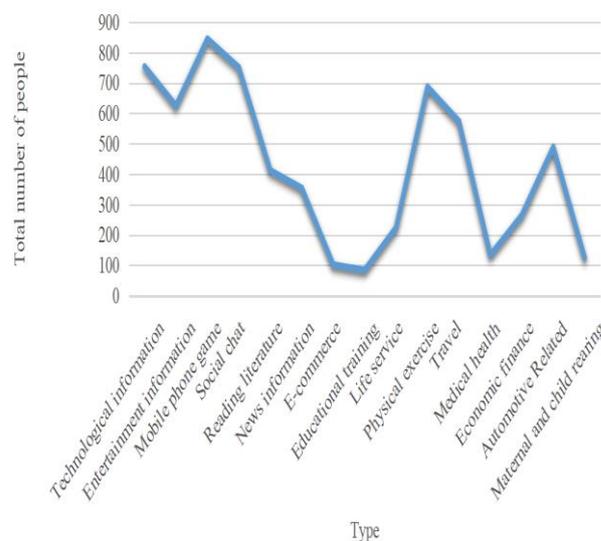

Fig. 1. Survey of college students' interest in network application platform

It is a living habit that requires the core values of socialism to be put into practice in the whole process of one's life and work, and the correct and positive ideas to guide Chinese characters. For college students' educational activities, it is required to carry out educational activities with the latest and correct ideas, and build a distinctive teaching system of Marxist ideas. The network platform construction of ideology and political education in colleges and universities in China

is just in the research and development stage. Although some educators have put forward many ideas and some colleges and universities are actively preparing or trying, it is still far from mature and imperfect [8]. Many online teaching systems have no teaching evaluation function, or only use a simple evaluation model, which is poor in maintainability and not universal. With the increasing demands of the society for the comprehensive quality of students and teachers, there are more and more problems in traditional teaching effectiveness evaluation methods. At the same time, the platform should also pay attention to the characteristics that modern students likes to communicate. When the platform is built, a channel can be reserved for students to communicate and interact while studying, which can also enhance the enthusiasm of browsing the platform.

2.2 To strengthen and improve the ideology and political education of college students, we should accurately grasp the status of ideology and political cultivation of college students

The change of college students' ideology and political situation is the inevitable result of this ideology change. Therefore, the understanding and evaluation of college students' ideology and political situation should be based on the international and domestic universities and society, and the problems should be viewed from a developmental perspective. At the same time, we must also pay attention to the following three factors: performance expectation, helping conditions and social influence. Abroad, network moral education is called various information social ethics or network social ethics, which comprehensively and systematically studies the morality of the Internet. On this platform, college students can discuss freely, grasp the students' psychological dynamics in time, and take timely measures to guide and educate students who find that they have the wrong direction. For some common ideas, they can carry out targeted educational activities to help college students actively solve their ideology problems. Because college students' social experience and experience are shallow, and their ability of discrimination and judgment is weak, some college students' ideals and beliefs are shaken and their confidence in socialism is insufficient. Secondly, Chinese society is in the transition period, people's value orientation is diversified, and network information is mixed with reactionary, pornographic and violent information. It is required to improve the construction of a new batch of textbooks for the core courses of philosophy and social sciences, and only by establishing textbooks that conform to higher education activities can these disciplines play a higher teaching effect in higher education. The ideology and political platforms in colleges and universities are mostly displayed in the form of websites, and their functions are more news browsing and announcement. The learning content involved is only the video playing and the display of related learning content, which basically does not have the interactivity, intelligence and comprehensiveness required by online learning. There is little research on the network ideology education environment. American government and universities attach great importance to the application of network in education. America has developed into the country with the largest scale and highest level of online education in the world [9]. The experience and practice of foreign ideology and political education is worth learning and learning from. The network teaching system lacks adaptability and pertinence, and can't realize the policy of individualized teaching and individualized teaching. The emphasis of the research on network-based personalized teaching is on teaching, and a lot of research has been done on improving the interactivity of teaching system and personalized learning path, but the research on personalized organization of teaching resources is not enough.

3   BASIC ELEMENTS OF NETWORK IDEOLOGY AND POLITICAL EDUCATION PLATFORM

3.1 To strengthen and improve the ideology and political education of college students, efforts should be made to cultivate their creative ability

The development of ideology and political education in colleges and universities is to cultivate more comprehensive contemporary talents. At present, the ideology and political education through the network platform is in line with the development trend of the times and the demand for talents. Due to the large scale of ideology and political education for college students, it is difficult to carry out it, so we should carry out targeted small-scale ideology and political education for college students. Whether we can shoulder the historical mission of the new era depends on whether we can do well the network ideology and political education in colleges and universities. Network ideology and political education in colleges and universities is not only an educational issue, but also a political issue, so it must be done well and realistically. In the traditional college students' ideology and political education, the main position is the ideology and political classroom. With the improvement of the importance and necessity of ideology and political education, it is required to continuously extend the ideology and political cultural position in higher vocational colleges. Understanding their ideas and political views not only provides targeted ideology and political education for ideology and political workers in colleges and universities, but also provides support and guarantee for colleges and universities to make use of new network technologies to innovate their work. Find out the tendentious ideology problems among college students in time, carry out targeted ideology and political education, and solve the ideology problems of college

students in time. Through quantitative and comprehensive evaluation of many factors, we can achieve an objective understanding of students' cognitive ability and further determine how much students have learned in an innovative training. According to the above evaluation indicators, test the effectiveness of innovative training activities. First, the system automatically tests the students' ability, assuming that the students' test results are shown in Table 1.

Table 1. Students' Test Results

	Learning ability	Expression ability	Application ability	Lnnovation capacity	Total score
Full marks	40	16	40	4	100
Score	35	10	10	10	75
Relative achievement	70	54	60	80	75

Therefore, we need to ensure the enthusiasm of students to browse the platform of ideology and political education from the resources, and ensure that the quantity of resources can meet the requirements of students' acquisition. Not only in the utilization and education of traditional cultural resources, but also in the judgment of western culture, there are problems of underutilization and ineffective education. College students don't know too much about traditional and western culture, but know too little; Not the depth of understanding, but the appearance of understanding. However, for the ideology and political education in colleges and universities, it is difficult to have a better interaction among students, and the enthusiasm of students will not be so high, so it is difficult to achieve the previous expectations. Therefore, the other three factors of the ideology and political network platform in colleges and universities are far smaller than the game network platform in students' minds. Efforts should be made to break through the practical obstacles of traditional ideology and political education, so that teachers are no longer confined to ideology and political textbooks. The network political education in colleges and universities can effectively promote the continuous development of college students' comprehensive ability, and at the same time it is also the fundamental demand to realize the all-round development of talents at this stage, so that we can comprehensively and accurately grasp the important position of the network ideology and political education platform in the discipline system of ideology and political education, and then make better use and use of the network ideology and political education platform to speed up the development of the theoretical system of ideology and political education to be more scientific and systematic [10]. Through setting up various college associations and social practice activities, we can carry out ideology and political education activities for college students. More importantly, it is required to establish and improve the standardized management of various ideology, political and cultural positions in colleges and universities. The construction of network ideology and political education platform makes full use of the characteristics of contemporary college students' high degree of network utilization and strong thirst for knowledge, and stimulates college students' interest in learning ideology and political knowledge through this novel and grounded way. The network ideology and political education for college students has rich meanings and is a comprehensive educational practice, including ideology education, political education, moral education, psychological education, information standard education and so on. On the basis of understanding students' learning ability, if it is necessary to evaluate the effectiveness of two innovative training activities of students or teachers in a certain class, Markov model should be applied to the evaluation model. Select the results of Class A in an innovative training activity from the database as a sample, as shown in Table 2. According to the above-mentioned grades, list the transition frequency between a limited number of states and the total number of people in each grade.

Table 2.A Class Innovation Training Test Results

Origina achievement	84	75	54	77	81	48	82	53	64	84
The first achievement	54	78	85	94	84	61	70	51	81	91
Second grade	68	58	57	72	84	68	82	75	80	98

3.2 Management and maintenance of ideology and political education platform

The demand of ideology and political education in colleges and universities is huge. In order to meet the demand of ideology and political education in colleges and universities, workers need to collect a large number of comprehensive and accurate data information. The release of online ideology and political education platform is a platform to meet educators and potential needs, while online ideology and political education platform supports school education. Through the network platform, students can receive the information about ideology education anytime and anywhere without the restriction of time and space, which fully improves the timeliness of education; With the great enrichment and development of material production relations, people's social relations have changed from simple to complex, from low to high, and from closed to open. Everyone's social relations arise from practical activities and can be controlled by people themselves. People exercise and improve their comprehensive abilities in the process of dealing with various social relations. In addition, when teaching "rules of market economy" in "following market rules and maintaining market order", the author cited the example of "online shopping". Online shopping is directly related to students' life experience. Because of the synchronicity of network, the platform of ideology and political education has improved the efficiency of ideology and political education in colleges and universities in China, and enriched the content and connotation of ideology and political education in colleges and universities [1]. With the development of media technology, the network social service platform in colleges and universities has made great progress in platform types, covering the area of colleges and universities, and the number of college students. However, from the perspective of the regional distribution of colleges and universities to which college students belong, the development of network social service platforms in colleges and universities is quite different in various provinces and cities. On the whole, the coverage rate of colleges and universities in WeChat

WeChat official account and Weibo is related to the economic conditions of their cities, and it is also closely related to the economic strength and capital investment of colleges and universities. The ranking survey of WeChat public account in colleges and universities in 2019 is shown in Figure 2.
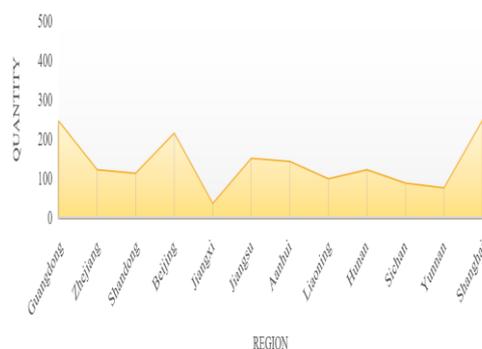

Fig. 2. Survey on the ranking of WeChat public accounts in colleges and universities in 2019

In today's social environment with the rapid development of information technology, our college educators should make good use of information technology, give full play to its role in serving college students' ideology and political education, improve the efficiency and quality of education and teaching, and cultivate qualified college students to meet the needs of social development.

4 CONCLUSION

Network ideological and political education platform for college students is in response to the requirements of national informatization construction. In order to improve the education level of college students' ideological and political education and enhance the educational effect, Markov chain is applied to the evaluation of teaching effect, which effectively avoids this situation. Markov model considers students' original

state, eliminates students' basic differences, divides students' initial grades into several grades under the same standard, determines the state space, establishes the transition probability matrix, and finally gives a more scientific evaluation. Strengthening and improving ideological and political work should be carried out under a more scientific and standardized system, so as to ensure that college students realize the construction and promotion of their own spiritual values in the quality cognition and behavior development of their knowledge, thoughts, values and other abilities. Because of the comprehensiveness, divergence and relevance of big data thinking, helping students to improve their abilities in an all-round way is a true portrayal of digital education changing the way of education and learning in the big data environment.

In the future, the direction of student education in the big data environment will tend to improve the thinking quality and learning ability. Based on the channel of network ideological and political platform, it is required to realize the development and innovation of network platform, such as increasing the discipline system construction of philosophy and social sciences, thus enriching the leading role of Ma Zhe and others; it is also required to do a good job in the construction of teaching materials for core courses of social science majors on the network platform, so as to ensure that the ideological and political education level of colleges and universities can be improved.

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