



Research on Innovation of Ideological and Political Education in Universities Based on Artificial Intelligence

Guolin Zhai¹, Kecheng Guo², and Sai Li^{3*}

¹College of Tourism, Resources and Environment, Zaozhuang University, Zaozhuang, China

²Shandong Xuyang Building Technology Co., Ltd, Linyi, China

³College of Mechanical and Electrical Engineering, Zaozhuang University, Zaozhuang, China

*Email: lszzy001@126.com

Abstract. Artificial intelligence technology has driven the rapid development of various fields in our country. As an important component of the education field, ideological and political education in universities can be promoted through the use of artificial intelligence technology. This can achieve the integration of technology throughout the entire process of ideological and political education in universities, providing technical support for the construction of "smart ideological and political". However, while artificial intelligence has brought great opportunities to ideological and political education, it has also brought enormous challenges and practical difficulties. This article first analyzes the current situation of artificial intelligence empowering ideological and political education for college students, and then studies the practical innovation path of artificial intelligence empowering ideological and political education, which has important practical significance for improving the effectiveness of ideological and political education in universities.

Keywords: artificial intelligence; ideological and political education; innovation path

1 Introduction

Ideological and political education is an important way to promote the comprehensive development of people, providing value orientation and spiritual motivation for their comprehensive development.[1]. Currently, the development of artificial intelligence has become a national strategy in China. At present, the combination of artificial intelligence and education has become a hot issue in the field of artificial intelligence applications. As an important component of college student education, ideological and political education for college students is gradually becoming increasingly important with the deepening of research on artificial intelligence technology in the field of education, the inherent requirements of artificial intelligence for achieving comprehensive and personalized development of college students, and the requirements of the times for the development of ideological and political education in universities [2].

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The ideological and political education in the United States is relatively universal, never focusing on a specific group, but ensuring that people's educational environment is consistent with the social environment, achieving the covert and permeable development of ideological and political education. Since the birth of artificial intelligence, it has always served the ruling class in the United States [3-5]. In addition, Western countries led by the United States already have an absolute advantage in technology, which can easily pose a challenge to our country and affect the ideological indoctrination and education of college students. Foreign scholars have started their research on artificial intelligence education earlier and have achieved a series of fruitful results. Ido Roll pointed out that there are two parallel main lines in the current academic research on artificial intelligence education [6-8].

Research on the Connotation of Artificial Intelligence Empowering Ideological and Political Education in China. At present, the academic community has defined its connotation from different perspectives, with two main representative views: one is the "technology empowerment theory", which believes that artificial intelligence is embedded in ideological and political education in the form of technology. Artificial intelligence, in the process of empowering ideological and political education, is developed as an external source of material and technological forms such as technology and tools for the development of ideological and political education [9]. The second is the "scenario empowerment theory", which means that ideological and political educators use artificial intelligence to create new scenarios for ideological and political education. If artificial intelligence wants to empower ideological and political education, it must be applied through the carrier of artificial intelligence. Looking at the overview of the current research status of ideological and political education in universities in the era of artificial intelligence by domestic and foreign scholars, we can see that the academic community at home and abroad has conducted comprehensive research on this issue, and the research results are relatively rich [10].

2 The Realistic Dilemma of Artificial Intelligence Empowering Ideological and Political Education

With the advent of the artificial intelligence era, although artificial intelligence technology can accelerate classroom reform and optimization, effectively improving the efficiency of ideological and political education, this technology is not perfect after all, and there is still a lot of room for technological optimization. Therefore, when artificial intelligence empowers ideological and political education, it is inevitable to encounter difficulties in practical application due to technological shortcomings.

2.1 Inadequate intelligent security system

Artificial intelligence can understand and analyze the natural language of ideological and political education objects, extract the viewpoints expressed by the education objects, achieve human-machine interaction in the education process, and monitor the ideological dynamics of the education objects in real time. As shown in Figure 1, when

asked about the relevant measures and regulations for the application and management of artificial intelligence formulated by the government, only 11.24% of college students chose "know", 68.12% chose "not know", and 20.64% chose "not clear". The integration of artificial intelligence and ideological and political education cannot be separated from scientific and reasonable institutional guarantees.

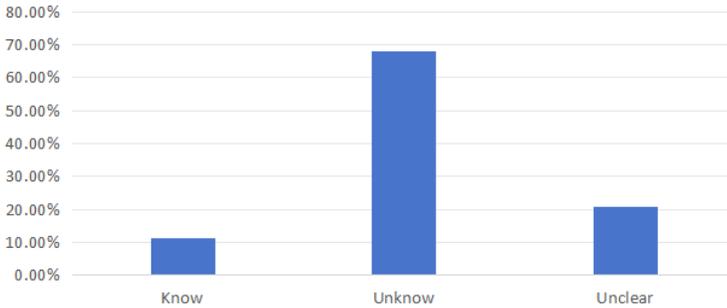


Fig. 1. Do you know the relevant regulations on the application and management of artificial intelligence formulated by the government?

2.2 Insufficient motivation for improving the intelligent literacy of educators and learners

In the process of ideological and political education, college students are not fully integrated into intelligent scenarios, which to some extent affects the effectiveness of ideological and political education in universities. As shown in the Figure 2 below, when asked "How much do you pay attention to artificial intelligence?", 48% of college students choose "have a certain understanding and attention", 6% of college students choose "very concerned", 41% of college students choose 'only heard of', while only 5% choose 'never heard of'. This indicates that most college students have a certain understanding and attention to artificial intelligence, with only a very small number of college students stating that they have not heard of artificial intelligence.

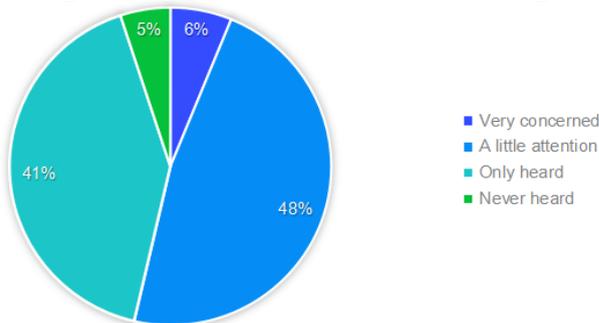


Fig. 2. How much attention do you have to artificial intelligence?

As educators, college students can only effectively enhance the actual effectiveness of ideological and political education by fully integrating into the intelligent ideological

and political education scene. Therefore, how to help college students actively integrate into the intelligent ideological and political education scene is an urgent issue that we need to pay attention to and solve in order to achieve innovation in ideological and political education in universities in the era of artificial intelligence.

3 Innovative Path of Ideological and Political Education Based on Artificial Intelligence

In the era of artificial intelligence, in order to accelerate innovation in ideological and political education in universities, it is necessary to start from the main body of government, schools, ideological and political educators, and educators, so as to form a unified force. In this section, we will explore how to promote the integration of artificial intelligence into the teaching process, evaluation, and management of ideological and political education for college students from four levels: government, schools, teachers, and students, in order to achieve its intelligence.

3.1 Improve artificial intelligence legislation and provide legal protection

From the perspective of artificial intelligence legislation, it is mainly necessary to consider the following three aspects. Firstly, from the perspective of serving humanity, gradually establish a relevant legal framework to ensure that artificial intelligence does not violate human rights. Secondly, the legislative body should keep up with the times, formulate relevant legal norms in a timely manner, and prevent legislation from lagging behind the development of artificial intelligence, leading to the lack of corresponding legal basis for artificial intelligence products. Only by strengthening legislation and placing artificial intelligence in the cage of the law can artificial intelligence better benefit humanity.

3.2 Schools should enhance the intelligent drive of ideological and political education

In the coming decades, artificial intelligence will greatly change our society, economy, and employment. In order to fully leverage the role of artificial intelligence technology in promoting innovation in ideological and political education in universities, universities must broaden their funding channels, increase investment in artificial intelligence platforms, broaden the application channels of artificial intelligence, and accelerate the application of artificial intelligence technology in ideological and political education in universities. Smart campus is a campus model that primarily utilizes technologies such as cloud computing and the Internet of Things to change the way teachers, students, and various resources interact with campus resources. It reengineers and integrates the school's teaching, research, management services, various resources, and application systems, improving the accuracy, flexibility, and response speed of various application interactions, thereby achieving intelligent services and management.

3.3 Educators need to enhance their intelligence literacy

To achieve innovation in ideological and political education in universities, educators must keep up with the times, keep up with the development of artificial intelligence, and continuously improve their intelligence literacy. As the initiator and leader of ideological and political education activities for college students, the construction of smart campuses in the intelligent era. We should also strengthen the construction of the teaching staff, especially the need to equip corresponding teachers with intelligent education literacy for the innovative transformation of ideological and political education and smart education teaching for college students. Firstly, we should transform and enhance our thinking concepts, establish data thinking, and enhance our ability to process and apply big data; Secondly, establish legal awareness and clarify the boundaries of the use of relevant data by college students; Subsequently, enhance one's own abilities and strengthen team building. Under the promotion of artificial intelligence technology, ideological and political educators in universities must reposition their roles. Ideological and political educators do not need to become omniscient and versatile talents, and their relationship with the educated tends to be more equal.

4 Conclusion

For ideological and political education in universities, the arrival of the artificial intelligence era is both an opportunity and a challenge, as well as a powerful driving force and new engine for innovative development. This article comprehensively utilizes main research methods such as questionnaire, literature research, and interdisciplinary research to understand the changes that have occurred in the era of artificial intelligence among college students, ideological and political course teachers in universities, as well as the teacher-student relationship. It clarifies the opportunities and challenges faced by ideological and political education in universities in the era of artificial intelligence, and then examines the main practical difficulties and reasons faced by innovative development of ideological and political education in universities in the era of artificial intelligence. Finally, innovative strategies for ideological and political education in universities in the era of artificial intelligence are proposed from four levels: government, schools, ideological and political educators, and educators. Despite careful and active consideration and extensive literature review during the research process, empowering college students' ideological and political education with artificial intelligence is still a new research direction, and there are not many academic achievements that can be directly referenced.

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