

Research on the Innovative Development Path of Ideological and Political Education in Private Universities in the Era of Digital Intelligence

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ABSTRACT

With the rapid development of information technology, human society has entered the era of digital intelligence. In the field of education, the application of digital technology is becoming increasingly widespread, driving changes in educational models, teaching methods, and learning approaches. As an important component of higher education in China, private universities play a crucial role in talent cultivation. However, in the context of the digital age, ideological and political education in private universities is facing many new opportunities and challenges. This study deeply explores the innovative development path of ideological and political education in private universities in the era of digital intelligence, and comprehensively analyzes the challenges brought by the digital intelligence era to ideological and political education in private universities.

KEYWORDS

Digital Intelligence Era; Ideological and Political Education in Private Universities

1 Challenges faced by ideological and political education in private universities in the era of digital intelligence

1.1 Backward educational philosophy

In the wave of the digital age, some private universities and their ideological and political teachers still have a significant lag in educational concepts, making it difficult to fully adapt to the development needs of the digital age. On the one hand, some private universities have not fully recognized the profound impact of digital technology on education when formulating policies and plans related to ideological and political education, and lack strategic vision and top-level design to integrate digital technology into ideological and political education. In terms of curriculum design, there is still a focus on traditional theoretical teaching, without fully utilizing digital technology to expand teaching content and forms.

1.2 Technical Application Challenges

In the era of digital intelligence, private universities face many challenges when applying digital technology in ideological and political education, which seriously restricts the advantages of digital technology in ideological and political education and affects the effectiveness of ideological and political education.

Private universities have weak infrastructure in the application of digital technology. Due to limited funding, some private universities have incomplete campus network coverage and slow network speeds, which cannot meet the needs of digital education. For example, during online live teaching, there are often situations such as lagging and disconnection, which affect the smooth progress of teaching. Multimedia teaching equipment is outdated and has a single function, which cannot support the application of advanced digital technologies such as virtual reality and augmented reality. Some classroom projectors have low resolution and poor display effect, making it difficult to display high-definition teaching pictures and videos; The number of interactive electronic whiteboards is insufficient to meet the interactive teaching needs between teachers and students.

The integration of digital technology and ideological and political education is not deep enough. Although some teachers have applied digital technology in their teaching, they only simply move traditional teaching content online or use multimedia devices to display courseware, without fully tapping into the advantages of digital technology and achieving fundamental changes in teaching methods. Data security and privacy protection are also important issues faced by private universities in the application of digital technology. If the collection, storage, and use of this data are not strictly managed, it may lead to data breaches and privacy violations. Some private universities have loopholes in data management and lack sound data security management systems and technical support measures.

1.3 Shortcomings in Teacher Abilities

In the era of digital intelligence, the weak abilities of ideological and political teachers in private universities have become one of the key factors restricting the development of ideological and political education. On the one hand, the digital literacy of some ideological and political teachers varies greatly, making it difficult to meet the needs of ideological

and political education in the digital age. Some older teachers have weaker acceptance of new technologies and lack systematic information technology training, making it difficult for them to proficiently use digital technology in teaching.

2 Innovative Development Path of Ideological and Political Education in Private Universities in the Era of Digital Intelligence

2.1 Concept Update

The era of digital intelligence has put forward new requirements for ideological and political education in private universities, and updating educational concepts is the primary task for achieving innovative development of ideological and political education. Private universities should actively establish the educational philosophy of "student-centered" and "integration of mathematics and intelligence" to meet the needs of the times and improve the quality and effectiveness of ideological and political education.

The ideological and political education in private universities should fully recognize this point and design teaching content and activities from the perspective of students.

The educational concept of "integration of intelligence and data" requires private universities to actively integrate intelligence technology into various aspects of ideological and political education, achieving a deep integration of intelligence and data technology with ideological and political education. On the one hand, utilizing digital technology to enrich teaching resources and teaching methods. By utilizing technologies such as virtual reality and augmented reality, immersive teaching scenarios are created to allow students to experience the content of ideological and political education firsthand, enhancing the attractiveness and infectiousness of teaching.

On the other hand, utilizing digital technology to achieve precision and personalization in the teaching process. In addition, the educational concept of "integration of data and intelligence" also requires ideological and political education workers to possess certain digital literacy and be proficient in using digital technology to carry out teaching work. Private universities should strengthen the training of ideological and political teachers, improve their ability to apply digital technology and innovate teaching, so that teachers can fully leverage the advantages of digital technology in ideological and political education. Encourage teachers to conduct teaching research and practical exploration on the integration of digital technology and ideological and political education, continuously summarize experience, and promote the innovative development of ideological and political education.

2.2 Technical Application

2.2.1 Building a Digital Education Platform

Taking Zhengzhou University of Science and Technology as an example, the school actively responds to the trend of educational reform in the era of digital intelligence, and strives to create an ideological and political education digital intelligence platform that integrates teaching, management, and service, providing strong support for the innovative development of ideological and political education.

In terms of teaching, the platform integrates rich ideological and political education resources. At the same time, the platform supports various forms of teaching, such as live teaching, recorded courses, online discussions, etc. Teachers can flexibly choose teaching methods based on their teaching needs, achieving diversity and personalization in the teaching process. In terms of management, the platform has achieved information-based management of the entire process of ideological and political education.

In terms of service, the platform provides convenient communication channels for teachers and students. Teachers and students can engage in real-time interactive communication and solve problems encountered in learning and teaching through the platform's online chat, discussion forums, and other functions.

By building a digital platform for ideological and political education, Zhengzhou University of Science and Technology has achieved the integration and sharing of ideological and political education resources, improved the efficiency and quality of teaching management, and provided students with higher quality ideological and political education services. This fully demonstrates that building a digital education platform is an important measure for the innovative development of ideological and political education in private universities in the digital age, which can effectively enhance the effectiveness of ideological and political education.

2.2.2 Application of intelligent teaching tools

In the era of digital intelligence, private universities actively use intelligent teaching tools such as AI assistants and intelligent evaluation systems to provide powerful assistance for ideological and political education teaching activities,

significantly improving teaching efficiency and quality.

AI teaching assistants play an important role in ideological and political education. Whether it is theoretical knowledge doubts in the course or confusion about the connection between current events and ideological and political theories, AI teaching assistants can quickly retrieve relevant information from a vast knowledge base through intelligent algorithms, providing students with accurate and detailed answers.

AI assistants can also assist teachers in teaching management. For students who show positive behavior in discussions but have biased viewpoints, teachers can provide timely guidance to help them establish correct values.

The intelligent evaluation system has also brought new changes to ideological and political education. The traditional evaluation of ideological and political education mainly relies on exam scores and subjective evaluations from teachers, which has certain limitations.

2.2.3 Carry out virtual practical teaching

In the era of digital intelligence, utilizing technologies such as virtual reality (VR) and augmented reality (AR) to conduct virtual practical teaching has become an important way for the innovative development of ideological and political education in private universities.

Virtual practical teaching also breaks the limitations of time and space, allowing students to participate in practical teaching activities anytime and anywhere.

By conducting virtual practical teaching, the teaching effectiveness of ideological and political education in the school has been significantly improved.

3 Conclusion

In response to the many challenges faced by ideological and political education in private universities in the era of digital intelligence, this study proposes a series of innovative development paths. At the technical application level, we will build a digital education platform that integrates teaching, management, and services. We will use intelligent teaching tools such as AI assistants and intelligent evaluation systems to carry out virtual practice teaching based on virtual reality and augmented reality technology. In terms of improving teachers' abilities, a systematic training plan for digital literacy should be developed, diverse training methods should be adopted, and a scientific and reasonable incentive mechanism should be established to stimulate teachers' enthusiasm for participating in digital education reform and research. In terms of improving the guarantee mechanism, the government and education departments have introduced policy support, strengthened regulation and supervision, and promoted resource sharing and cooperation; Private universities should strengthen data security and privacy protection, establish and improve information security management systems; Construct a multidimensional indicator system covering knowledge mastery, ability cultivation, emotional attitude, and values, adopt diversified evaluation methods, and adjust teaching strategies in a timely manner based on the evaluation results.

The era of digital intelligence has brought profound changes to ideological and political education in private universities. By updating educational concepts, strengthening technological applications, enhancing teacher capabilities, and improving guarantee mechanisms, private universities can effectively respond to challenges, achieve innovative development of ideological and political education, and provide strong support for cultivating socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor.

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