

The Impact of the Construction of a Smart Ideological and Political Platform on the Ideological and Political Education of College Students

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Abstract: In the context of the rapid development of big data, the efficient construction of smart ideological and political platforms helps to analyze the character tendencies, subject interests, academic achievement, and value orientations of college students, and then develop personalized learning plans to enhance the pertinence and accuracy of ideological and political education in universities, effectively promoting the growth and development of college students. However, some universities still face practical problems such as the urgent need to update their teaching philosophy, improve their teaching level, and expand their teaching paths, which to some extent constrain the development of ideological and political education for college students. Based on this, local universities should fully tap into the integration and sharing function of digital education, innovate teaching methods by utilizing digital education resources, enhance evaluation effectiveness by leveraging digital application functions, and strengthen the educational function of online ideological and political education, in order to benefit the efficient development of ideological and political education for college students.

Keywords: Smart ideological and political platform; College student ideological and political education; Attraction

1. The Importance of Building a Smart Ideological and Political Platform for Ideological and Political Education of College Students

1.1 Personalized teaching

The construction of a smart ideological and political platform can promote personalized teaching of ideological and political education for college students. The construction of a smart ideological and political platform can analyze students' learning data and behavioral habits through technologies such as big data and artificial intelligence, thereby providing personalized teaching services for students, meeting their needs, and helping them master the knowledge and skills learned in ideological and political courses.

1.2 Real time monitoring and feedback

The construction of a smart ideological and political platform can monitor the learning status and grades of students in real time, identify their learning difficulties and problems in a timely manner, and provide timely feedback and guidance, thereby helping students adjust their learning strategies in a timely manner, and improve learning effectiveness, and promote the high-quality development of ideological and political education for college students.

1.3 Enrich teaching resources and materials

The construction of a smart ideological and political platform helps enrich teaching resources and materials for ideological and political education for college students. The construction of a smart ideological and political platform integrates and optimizes rich ideological and political teaching resources and materials through information technology, providing ideological and political workers with more convenient and efficient teaching tools, thereby helping them better understand and master teaching content, improve teaching effectiveness, and empower the development of ideological and political education for college students.

2. The Realistic Dilemma of Building a Smart Ideological and Political Platform for Ideological and Political Education of College Students

2.1 The working philosophy of teachers urgently needs to be updated

With the deepening development of big data technology, the development of ideological and political education for college students requires university teachers to accelerate the transformation of their work concepts. In the process of carrying out ideological and political work for college students, university teachers play three roles: organizers, implementers, and guides. They are not only life mentors who guide students to grow and become successful, but also intimate friends who help students live a healthy life. However, at present, some university teachers have many problems such as outdated concepts of online ideological and political work, relatively insufficient digital literacy, and prominent personal information literacy, which are difficult to meet the practical needs of building smart ideological and political platforms in the context of rapid development of big data technology.

2.2 The level of teacher's work urgently needs to be improved

The core of promoting high-quality development of ideological and political education in universities through big data technology lies in improving the work level of university teachers, thereby laying a solid foundation for them to carry out ideological and political education in universities. In the era of big data technology, negative online public opinion has a serious impact on the values of college students, which to some extent increases the difficulty of ideological and political work in universities. At present, some university teachers have relatively limited work abilities, making it difficult to timely analyze and efficiently utilize effective information. Specifically, some university teachers overly rely on personal experience to carry out online ideological and political work, and have insufficient awareness of online ideological and political education, resulting in the formalization of online ideological and political education work. Moreover, some universities have built their own information databases, making it inconvenient and of low quality to share information resources. This has led to a lack of effective information support for university teachers to carry out online ideological and political work, which is not conducive to improving the level of online ideological and political work of counselors. As a result, the work of online ideological and political education lags behind and it is difficult to achieve the expected goals.

2.3 The path of teacher's work urgently needs to be expanded

With the rapid development of big data technology, information data presents significant characteristics such as interactivity, selectivity, and diversification, which can promote the collision of personal cognition and thinking. However, in the era of big data, the Internet has the characteristics of entertainment and concealment, which can easily make college students addicted to the Internet, leading to problems such as personality alienation, weakening moral awareness, and withdrawn personality. In addition, the phenomenon of fragmented online information is quite serious, which has a certain negative impact on college students who lack analytical ability and are not mature enough. Therefore, it is necessary for university teachers to promptly handle the problems and unexpected situations that college students encounter on the internet. However, in reality, there is still a problem of a relatively single work path for college teachers in carrying out online ideological and political work. It is urgent to explore the root causes of the above problems and take targeted solutions to guide college students to establish a correct worldview and outlook on life.

3. Exploring the Path of Building a Smart Ideological and Political Platform for Ideological and Political Education of College Students

3.1 Fully tap into the integration and sharing functions of digital education

College ideological and political course teachers should fully utilize digital resources, select appropriate teaching resources for integration, processing, and development based on course content, and form a digital teaching resource library, digital teaching case library, and courseware library to make ideological and political course teaching content more vivid and rich. At the same time, college students make full use of digital resources such as renowned teacher courses, premium courses, ideological and political courses, and renowned teacher studios on the national higher education smart education platform based on their own interests and needs to engage in self-directed learning and meet diverse learning needs. Under the empowerment of digital technology, ideological and political theory courses in universities should make full use of efficient, high-quality, and abundant platform resources, course resources, and teaching resources to build a learning environment that can be learned anytime, anywhere, and for everyone.

3.2 Utilize digital education resources to innovate teaching methods

Firstly, teachers of ideological and political courses in universities need to utilize smart application platforms such as Tencent Meeting, Rain Classroom, Learning Pass, and Easy Class to engage in real-time interaction, ideological communication, and

emotional exchange with students in the classroom, enhance their sense of classroom participation, and mobilize their initiative and enthusiasm for learning. Secondly, teachers of ideological and political courses in universities can enhance the vividness of the classroom and stimulate students' interest in learning by combining forms such as pictures, videos, audio, role-playing, challenge games, and scenario plays. Once again, ideological and political course teachers in universities can use modern digital technology to construct "classroom+online" and "teaching+self-learning" methods, and guide students to deeply think and understand the teaching content through progressive problem chains through independent exploration, cooperative learning, flipped classroom and other modes. Furthermore, teachers of ideological and political courses in universities can use digital teaching platforms to present small and modular learning materials, highlighting the advantages of scaffolding teaching, fully reflecting the subject status of students, and mobilizing their enthusiasm. Finally, universities and teachers use digital technologies such as digital twins, metaverse, VR, AR, MR, etc. to construct diverse, three-dimensional, and virtual scenes, construct cross temporal and historical interactions, promote students to have immersive experiences, and enhance the affinity and infectiousness of ideological and political courses.

3.3 Utilize digital application functions to enhance evaluation effectiveness

Teachers of ideological and political courses in universities use smart ideological and political platforms to conduct comprehensive evaluations of students throughout the entire process, promote diversity and dynamism in evaluations, and rely on data collection and analysis to timely understand students' learning interests, behaviors, grades, abilities, and other situations, thereby improving the effectiveness of teaching evaluations. At the same time, ideological and political course teachers in universities should combine feedback from teaching platforms or systems, timely understand the problems that exist in the teaching process, optimize teaching strategies, and improve teaching quality. By combining online tests and homework feedback from students, teachers aim to understand their mastery and application of knowledge, tailor teaching to individual needs, and provide precise learning guidance.

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