Research on the Innovative Path of Ideological and Political Education in the Meta-universe

Qiwei Liu

College of Marxism, Hunan Normal University, Changsha, Hunan 410000

Abstract: With the rapid development of digital information technology, the meta-universe as the advanced form of the Internet, the meta-universe will cause new changes in people's life style, ideological and political education network will also change. The current situation of the meta-universe will further challenge the ideological and political education and affect the development of ideological and political work. By integrating the new generation of "post-2000 generation", breaking the "information cocoon", and guarding against the trap of "digital colonization", we will innovate the path and provide ideas for the upcoming meta-universe empowerment.

Keywords: Meta-universe; Network ideological and political education; Innovation path

Under the background of the construction of digital China, the meta-universe deeply embedded in the network ideological and political education through the digital communication of virtual and real integration, providing a new path but also facing new challenges of virtual and real integration. With new crown pneumonia outbreak of nearly three years at home and abroad, the effect of online teaching unprecedented that occupy the home, such a large need through the network to carry out the ideological and political education practice in is unprecedented in the history of China's education, some urgent problems, educators to master data resources is increasingly huge, projected on the individual value of humanistic care is more and more small. By June 2022, the number of Chinese netizens had reached 1. 051 billion, the Internet penetration rate had reached 74. 4%, and the average weekly online time was 29. 5 hours. The scale of mobile Internet users reached 1. 047 billion, accounting for 99. 6% of the total Internet users. [1]This means that the new era to strengthen and improve the ideological and political education work of the burden is heavier, more extensive ways.

1. Metaverse creation is the field of political education

The term "Metaverse" originated from writer Neil Stephenson's literary imagination in his novel "Avalanche" published in 1992. He used the term "metaverse" to represent a virtual world parallel to the real world, in which real people can become virtual people to interact and live in the three-dimensional digital world of the metaverse. With the rapid development of global digital intelligence technology. The novel coronavirus pandemic has led to the popularization and normalization of "online" work and life, which together push the meta-universe from a literary concept to a social development reality.

The field of ideological and political education is not only an ideological education activities in space, and educators, educated, participants and education environment, carrier, methods such as network, the relation between each factor yuan universe is revealed to the human ecological landscape of "virtual", even if the field also has to face technical bottlenecks, ethics, and many other problems, But the public's desire for a digital existence can no longer be contained. The meta-universe ecology of ideological and political education should be laid out in a forward-looking manner, the technological approach of intelligent learning space should be understood, the political advantages of ideological and political education should be highly integrated with the technological advantages of the meta-universe.

2. The influence of metaverse development Prospect on ideological and political education

Ideological and political education is based on human thought as the research object, through the means of education to

adjust and shape human thought and behavior, so as to achieve the goal of moral cultivation. As a new form of future Internet development, the metaverse has just been put forward as an industrial concept. Although industry and academia have foreseen that the metaverse will have a profound impact on socio-economic, political, military, educational, cultural and other fields, the exact path and extent of the impact remains to be seen.

2.1 Different representations in the metaverse are prone to conflict

Virtual characters in yuan universe avatars of the activities of the time and space to further expand, behavior more diversity, plus the cryptography technology promote the development of privacy protection mechanism, its second personality is more significant, in the relevant legal system to follow up to improve and new ethical questions to clarify before, virtual character and the division of my character and even the opposite problem will continue to exist in a certain degree. In addition, more life-like images and more real experience make people more fascinated by the virtual dopes with beautiful appearance. The experience changes from "immersion" to "indulgence" experience, and the imitation relationship between "real me" and "virtual me" is reversed. Especially in the sharp contrast with the pressure of the real world, easy to deny the real world of their own, and then deny the whole real world.

2.2 "Fragmentation" makes ideological and political education incomplete

With stable and advanced intelligent equipment and technology, mature cognitive outsourcing in the meta-universe can realize "what you see is what you know", improve the efficiency of thinking, and completely eliminate the contradiction between unlimited information quantity and limited information processing capacity in the pre-Internet era. In the same way, it can aggravate the degeneration of people's memory ability, the weakening of reasoning ability and the loss of critical consciousness, and promote the formation of the habit of multi-tasking and inconsiderate thinking, which is abstract and complex with the ideological views, political concepts, moral norms and information literacy carried and transmitted by the network ideological and political work.

3. The innovative path of ideological and political education in the metacosmic age

There will be many hidden risks in the process of ideological and political education embedded in the meta-universe, which will affect the effectiveness of ideological and political education work. Educators should try to innovate ways to avoid them.

3.1 Integrate into the "post-2000 generation": ideological and political discourse keep pace with The Times

On April 20, 1994, China overcame the difficulties and stepped into the ranks of the international Internet. The "post-1995 generation" born under this background is called the "post-2000 generation". The "post-1995 generation" is a generation of young people who grow up rapidly with the Internet information technology. The "post-1995 generation " and "post-2000 generation " of young people have great differences in their ideas, value orientation and aesthetic standards from their predecessors. More and more people tend to escape reality by letting off their emotions for a short time in the virtual world, and their ability to distinguish entertainment information is still low. They tend to regard gross reading as aesthetic, ignorance as personal shallow reading, and pictorial reading as an important choice orientation in daily reading, and gradually form a reading habit that matches this.

Most of the "post-2000 generation" have strong discriminating ability on issues related to the political position and direction, respect the model of The Times in the cultivation of moral sentiments, and pursue the value of life. Strengthen the supervision of the group ideological dynamics of "post-2000 generation", increase the supervision of values. In the process of carrying out online ideological and political education in the future, different online ideological and political platforms should be built according to different groups to promote ideological and political discourse to be more fully integrated into each group.

3.2 Breaking the "cocoon": Precise ideological and political practices

The concept of "information cocoon room" was introduced in 2006. In the era of intelligent media with the rapid development of big data, cloud computing, artificial intelligence and 5G communication technology, algorithm recommendation is a new way of information allocation. Through the all-round collection and analysis of users' registration information, browsing footprints, and network relationships, accurate portraits of users' personality characteristics, interests, preferences, and value orientations, accurate recommendations of content that meets users' preferences, and catering to users' personalized informa-

tion needs, it is very easy to form an "information cocoon room", resulting in narrowing of user information and solidification of concepts, thus bringing challenges to ideological and political education. In the face of the crisis of information flooding and information overload, the demand for information filtering is growing day by day, and algorithm recommendation for the purpose of adapting to personalized needs is becoming a new technical paradigm in the field of information circulation, and has subsequently caused the problem of "information cocoon".

According to the preferences of young people, accurately identify their changing hobby characteristics to create a source of information loved by users in the meta-universe era, get close to interests, build an information matrix loved by young people, create the integration of graphics, videos and other media resources, and fully grasp various information. Take the initiative to recruit "anchors" that young people like to enrich the mainstream ideological position, and accurately identify the positions, views and value tendencies of self-media through text.

3.3 Beware of "digital colonization": Safeguard ideological security

The "digital colonization" and civilization traps in the meta-universe will also give rise to the risk of network ideology, relate to national development, and then endanger the security of the mainstream ideology in our country. Digital capitalism is not just a digital practice. [2] All these are the new challenges that the network ideological and political work needs to face.

Under the guise of constructing the new virtual civilization, historical nihilism and national nihilism are lurking in the meta-universe, challenging the socialist ideology and becoming the main endogenous risk in the field of Chinese network ideology. Labor includes 'spiritual life' in itself. [3] Metaverse without social discrimination such as gender, race, appearance, also have no disease, and war and natural disaster, the follow to create, work, sharing concept, needs more and more the reality of the humanization of the "creator" is engaged in the digital creation and carry out social practice, construct a perfect political system, economic system and cultural system.

Through these innovative ways and methods, it will help to make the discourse of ideological and political education on the Internet more lively, help people to gather consensus, and make positive contributions to the great project of realizing the Chinese Dream of the great rejuvenation of the Chinese nation. When the theory is elaborated, the use of vivid discourse is helpful for people to understand the abstract theory, and then make the theory full of stronger vitality.

References

[1]   The 50th Statistical Report on Internet Development in China[R/OL]. [2022-09-20]. http://www. cnnic. net. cn/NMedia-File/2022/0916/ MAIN1663313008837KWI782STQL.

[2]   Christian Fuchs, Digital Capitalism: Media, Comm-unication and Society Volume Three, Routledge, 2022, p. 29.

[3]   P. Virno, A Grammar of the Multitude, I. Bertoletti J. Cascaito, A. Casson(trans.), Semiotext(e), 2004, p. 81.

Introduction: Qiwei Liu, (1997-), female, Han nationality, Gongyi, Henan, Master, Hunan Normal University, 410000, Marxist theory, ideological and political education.