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Innovating Ideological and Political Education Methods in the Digital Intelligence Era

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The transformation of ideological communication paradigms driven by digital intelligence technologies, together with the potential risks and challenges these technologies pose to the dissemination of mainstream ideology, necessitates that ideological and political education methods adapt to the emerging digital intelligence-related needs of learners and undergo digital intelligence-driven innovation, thereby safeguarding ideological security. The intrinsic compatibility and integration between digital intelligence technologies and ideological and political education methods in terms of their fundamental attributes, core concepts, and operational logic provide the theoretical foundation for their integrated innovation. From a practical perspective, digital intelligence technologies can facilitate the personalized application of ideological and political education methods through precision-oriented data empowerment technologies, promote the virtualized application of ideological and political education methods through simulation-based scenario empowerment technologies, and enhance the autonomous application of ideological and political education methods through learning-oriented algorithmic empowerment technologies. In this way, digital intelligence technologies can contribute to the innovative development of ideological and political education methods in the digital intelligence era.

Keywords: digital intelligence technologies, ideological and political education methods, empowerment mechanisms, innovation pathways

Digital intelligence technologies are driving a profound transformation across various fields, including education and teaching, economic development, and public administration. Digital intelligence-based modes of production and learning have become essential means for human society to advance toward a new historical stage. Against this background, exploring why and how digital intelligence technologies can empower ideological and political education methods from the perspective of methodological innovation is of great significance for transforming the communication paradigm and educational approaches of socialist mainstream ideology in the digital intelligence era.

Why Is the Innovation of Ideological and Political Education Methods Necessary in the Digital Intelligence Era?

A Historical Trend: Intelligent Digital Methods Are Reshaping Ideological Communication

> Ideological and political education is always built upon the technological conditions of a specific era and the social organizational structures generated by those conditions. Only by proactively responding to technological transformations and actively adopting new technologies and approaches can it continuously acquire contemporary significance and vitality. (Ren, 2022)

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The rapid development of information technologies represented by digital intelligence technologies has promoted the transformation of ideological and political education toward intelligent development, giving rise to the digital intelligence-based communication of mainstream ideology. This emerging mode of ideological communication has generated new requirements for the fulfillment of the "lifeline" function of ideological and political education. Therefore, ideological and political education should consciously follow the trend of the times, employ digital intelligence-based methods to conduct mainstream ideological education, explore new and more effective approaches through the integration and innovation of digital intelligence technologies, and undertake the essential mission of disseminating mainstream ideology.

Risk Prevention: The Need for Ideological and Political Education to Address Ideological Risks Through Digital Intelligence-Based Methods

The inherent ideological attributes of digital intelligence technologies, together with ideological offensives launched by hostile Western forces through these technologies, require effective responses to the ideological risks generated by digital intelligence technologies in the dissemination of China's mainstream ideology. These risks are manifested in forms such as fragmented ideological agendas, value deviations, and detachment from social realities. The most effective way to address these risks is to utilize digital intelligence-based ideological and political education methods to prevent and resolve them in a targeted manner, thereby consolidating the guiding position of Marxism in China's ideological sphere. To achieve this goal, it is necessary to construct a Chinese model of digital intelligence civilization, advocate global governance cooperation and promote initiatives such as the "Digital Silk Road" and a "community with a shared future in cyberspace", firmly oppose "digital colonialism", and promote what President Xi Jinping has emphasized: "strengthening online exchanges and dialogue, enhancing mutual understanding and friendship among peoples of different countries, promoting inclusive coexistence among diverse civilizations, and better advancing the common values of humanity" (Xi, 2023, p. 1).

Identification by Learners: The High Acceptance of Digital Intelligence-based Lifestyles Among Learners in Ideological and Political Education

In the digital intelligence era, people's learning styles, social production activities, and interpersonal interactions increasingly depend on convenient digital intelligence-based approaches. During the process of engaging with various digital platforms and applying digital intelligence-based methods in social interactions and practical activities, learners of ideological and political education have developed increasing dependence on and identification with such methods. The strong demand for and acceptance of digital intelligence-based methods among learners require ideological and political education to fully respect their subjectivity, analyze the existing challenges in applying digital intelligence technologies to empower educational methods, identify their underlying mechanisms, clarify fundamental approaches, and establish new digital intelligence-based forms of ideological and political education methods. In doing so, education can better satisfy learners' needs for digital intelligence-based ideological and political education.

Why Is the Innovation of Ideological and Political Education Methods Feasible in the Digital Intelligence Era?

Consistency in Fundamental Attributes: The Mediating Nature of Digital Intelligence Technologies Corresponds to the Mediating Role of Ideological and Political Education Methods

The essence of digital intelligence technologies lies in "enabling machines to accomplish tasks that previously

required human intelligence" (Wang, 2017, p. 19). This determines the mediating nature of digital intelligence technologies. Ideological and political education methods "exist between educators and learners, serving as an intermediary and bridge connecting educators, learners, and other elements" (Shen, 2022, p. 153) within the overall educational framework of "subject-method-object". Both digital intelligence technologies and ideological and political education methods can accomplish various tasks through the transmission and facilitation of information, thereby functioning as mediating entities to satisfy human needs. This inherent compatibility in terms of their mediating attributes enables digital intelligence technologies, when integrated into ideological and political education methods, to actively undertake the function of information communication between educators and learners. Consequently, digital intelligence-based ideological and political education methods can serve as carriers for the transmission and dissemination of ideological and political education information.

Compatibility in Core Concepts: The Underlying Logic of Digital Intelligence Technologies Corresponds to the Innovative Orientation of Ideological and Political Education Methods

Digital intelligence thinking constitutes the underlying logic of artificial intelligence (AI), with its core characterized by the organic integration of "data + intelligence". It is primarily manifested in user-centered thinking, data-analytic thinking, adaptive thinking, and personalized thinking. These principles are highly consistent with the conceptual orientation underlying the innovation of ideological and political education methods. The user-centered thinking emphasized by digital intelligence technologies places learners at the center when empowering ideological and political education methods. By constructing comprehensive "user profiles" of learners, educators can accurately identify their ideological and behavioral characteristics. The data-analytic thinking and personalized thinking emphasized by digital intelligence technologies can effectively facilitate the digitalized, refined, and stratified analysis of information concerning learners and educational environments. This enables the selection and innovation of targeted and specialized ideological and political education methods capable of achieving precision-based instruction and even individualized one-to-one education. Meanwhile, the adaptive thinking embedded in digital intelligence technologies emphasizes self-improvement, self-optimization, and self-learning capabilities, which correspond closely with the requirements of autonomy and initiative pursued by ideological and political education methods.

Mutual Compatibility in Operational Logic: The Application Paradigm of Digital Intelligence Technologies Corresponds to the Implementation Process of Ideological and Political Education Methods

The current application paradigm of digital intelligence technologies has three main characteristics: a spiral-ascending operational process, a dynamic and real-time mode of operation, and an integrated virtual-physical application environment. Ideological and political education methods follow an operational process of "understanding-implementation-evaluation-enhancement" and have developed a relatively complete methodological system. Between the two, there exist multiple points of intrinsic compatibility.

At the stage of understanding and applying educational methods, big data analytics technologies can be employed to strengthen the understanding and analysis of learners' ideological and behavioral characteristics.

At the stage of implementing educational methods, simulation technologies can extend the dissemination of ideological and political education content into virtual spaces, thereby expanding the boundaries of educational practice.

During the evaluation stage, technologies such as high-performance computing and visualization can be utilized to enhance the quantitative representation of ideological and political education processes and outcomes.

During the enhancement stage of educational methods, dynamic and real-time information-processing technologies can continuously monitor the application process of various methods, rapidly adjust educational strategies, strengthen their relevance and effectiveness, and ultimately achieve methodological improvement and optimization.

How Can Digital Intelligence Technologies Enable the Innovation of Ideological and Political Education Methods?

Facilitating the Personalized Application of Ideological and Political Education Methods Through Precision-oriented Data Empowerment Technologies

In the digital intelligence era, data have become the primary resource for accurately interpreting individuals. By utilizing precision-oriented data analysis technologies, ideological and political education methods can achieve personalized instruction and targeted educational outcomes.

First, big data analytics can be employed to innovate personalized identification methods in ideological and political education. Through technologies such as semantic engines, word association analysis, and data tracking, relevant data resources concerning learners can be identified and extracted, enabling a comprehensive and accurate understanding of their current ideological characteristics and behavioral patterns.

Second, data profiling technologies can be used to innovate personalized selection methods in ideological and political education. By employing intelligent profiling technologies such as user identification, behavioral trajectory analysis, and predictive modeling, individualized "AI profiles" reflecting learners' specific needs can be generated based on their online behavioral data. This enables educators to select the most appropriate ideological and political education methods for conducting mainstream ideological education.

Third, data-based assessment technologies can be utilized to innovate personalized adjustment methods in ideological and political education. By applying digital intelligence technologies to analyze and evaluate newly generated data during the implementation of educational methods in real time, educators can determine the effectiveness of existing approaches and make precise adjustments according to identified deficiencies. Through such adaptive modification, educational methods can become better aligned with the actual needs of learners.

Facilitating the Virtualized Application of Ideological and Political Education Methods Through Simulation-based Scenario Empowerment Technologies

Simulation-based scenario empowerment technologies convey educational content to recipients through visualization, sensory engagement, and auditory interaction, thereby promoting the virtualized innovation of ideological and political education methods.

First, simulated scenarios can be utilized to create virtual spatiotemporal environments. By constructing scenarios in cloud-based platforms through physical simulations, representative cases, character designs, and event reconstructions, learners can engage with ideological and political education within highly realistic simulated environments. Such immersive experiences enable learners to develop a deeper emotional connection with educational content and gradually shape their ideological understanding and behavioral orientations.

Second, intelligent learning assistants can be employed to create virtual interactive methods. By developing virtual intelligent mentors and AI learning companions, and by utilizing smart classrooms, intelligent campuses, and smart educational tools, the interaction between human intelligence and artificial intelligence can be achieved through human-machine collaboration. This enhances both the virtual interactivity and practical effectiveness of ideological and political education methods.

Third, model-based simulations can be used to create virtual experiential methods. By establishing ideological and political education simulation models, learners can participate in educational activities through role-playing, task completion, and narrative exploration. Supported by intelligent devices such as virtual reality (VR) headsets, these highly immersive experiences can enhance learners' acceptance of mainstream ideology and strengthen their emotional identification with it.

Facilitating the Autonomous Application of Ideological and Political Education Methods Through Learning-based Algorithmic Empowerment Technologies

With the support of learning-oriented intelligent algorithms, including deep learning, reinforcement learning, supervised learning, and unsupervised learning, ideological and political education methods can demonstrate stronger autonomy and initiative during application.

First, supervised learning algorithms can be utilized to develop autonomous monitoring methods for ideological and political education. By constructing ideological and political education models, the educational process can be dynamically tracked and monitored throughout its entire implementation. Once potential problems are identified, timely interventions can be conducted. Systems such as sensitive-word monitoring systems, process supervision systems, writing evaluation systems, and intelligent scoring systems can all contribute to the construction of autonomous monitoring methods.

Second, deep learning algorithms can support the development of large models for ideological and political education. By utilizing training data from platforms such as the Xuexi Qiangguo and People's Daily, generative large-scale models for ideological and political education focusing on mainstream ideological education and guidance can be developed. These models enable learners to engage in autonomous communication and interaction, thereby facilitating generative and self-directed ideological and political education.

Third, reinforcement learning algorithms can promote the self-optimization of educational methods. Empowered by reinforcement learning algorithms, ideological and political education methods can analyze existing shortcomings, continuously engage in trial-and-error processes and adaptive learning, and generate improvement strategies to achieve "autonomous evolution". Through continuous self-improvement, these methods can enhance their effectiveness in future applications.

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