

# Research on the path of Ideological and Political Education Enabled by artificial Intelligence Technology

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**Abstract:** With the comprehensive arrival of the “Internet +” era, artificial intelligence technology has been widely used in the field of education, which has opened up a new channel for the reform of ideological and political education in colleges and universities, which is conducive to the construction of smart classroom, digital teaching resource bank, promote the communication between teachers and students, and then improve the quality of ideological and political education. Ideological and political teachers in colleges and universities should actively learn artificial intelligence technology, use big data to collect Internet ideological and political education resources, and promote the sharing of high-quality educational resources; Construct human-computer interactive teaching model, comprehensively monitor students’ learning status, and scientifically adjust teaching methods; Actively carry out online live teaching, and innovate ideological and political education methods; Artificial intelligence will lead the reform of teaching evaluation, and use cloud computing and big data for accurate evaluation, so as to comprehensively improve the quality of ideological and political education in colleges and universities.

**Key words:** Artificial intelligence; Ideological and political education in universities; Necessity; Problems and countermeasures

AI has led a new round of scientific and technological revolution, industrial transformation and educational reform, changed our way of production, learning and life, promoted cross-border integration, and created an intelligent era of sharing, so that AI technology can empower industrial development and educational reform, and further enhance China’s international competitiveness. Colleges and universities should integrate artificial intelligence technology into ideological and political education. On the one hand, they can use big data to accurately locate high-quality Internet education resources and enrich the content of ideological and political education. They can also use artificial intelligence technology to do a good job of online public opinion supervision and timely find the problems existing in students’ outlook on life, values and mental health, so as to facilitate accurate ideological and political teaching. On the other hand, ideological and political teachers can use intelligent apps to carry out live online teaching, use face recognition and cloud computing to carry out online tests, build college ideological and political wisdom classrooms, and further promote the high-quality development of ideological and political education.

## 1. The necessity of integrating artificial intelligence technology into ideological and political education in universities

### 1.1 It is conducive to the construction of personalized ideological and political education model

Artificial intelligence provides more new tools for ideological and political education in colleges and universities, such as online teaching apps, face recognition, intelligent grading and digital textbooks, which can better meet the digital learning needs of post-00s college students, help build personalized ideological and political education models, and further stimulate students’ interest in learning.

### 1.2 It is conducive to the precise development of ideological and political education

College teachers can use big data and cloud computing to collect data of students in professional courses, ideological and political courses and social practice, and use neural networks and computer algorithms to analyze the data, which is convenient for teachers to carry out accurate teaching according to the data, so as to improve the level of ideological and political education. At the same time, teachers can use big data to analyze students’ puzzles in study, life and employment, integrate social hot spots, employment and entrepreneurship into ideological and political education, and interact with students online, really answer students’ questions and doubts, adjust ideological and political education methods according to their needs, and build a “precise ideological and political” education model.

### 1.3 It is conducive to the construction of interactive ideological and political education model

Artificial intelligence technology can open up interactive channels between diverse ideological and political teachers and students, track the data of students’ learning process throughout the process, and timely feedback the data to teachers, promote the effectiveness of communication between teachers and students, help build a good relationship between teachers and students, and further improve the level of ideological and political education. At the same time, teachers can use voice recognition technology to communicate with students, use face recognition technology to analyze students’ emotions and mental health status, communicate with students in a targeted manner, and use wechat, online teaching APP to communicate with students after class to build an interactive ideological and political education model.

## 2. The practical dilemma of artificial intelligence enabling ideological and political education in colleges and universities

### 2.1 Teachers’ cognition of artificial intelligence needs to be improved

With the proposal of the ideological and political concept of the curriculum, teachers of various majors in colleges and universities are actively infiltrating ideological and political education, and ideological and political teachers are also actively building a “big ideological and political” education pattern. However, their positioning of the relationship between artificial intelligence and ideological and political

education is unclear, which affects the penetration of artificial intelligence technology in ideological and political education. Some teachers' ideological and political education concept is more traditional, equating micro-lessons and PPT with artificial intelligence technology, ignoring artificial intelligence technologies such as learning online teaching APP, big data and cloud computing, which affects the quality of ideological and political education.

#### 2.2 Artificial intelligence has an impact on students' "three views"

With the comprehensive arrival of the "Internet +" era, online games, live streaming and short videos have become new ways of social interaction and entertainment for post-00 college students. The Internet culture is not only good and bad, but also bad cultural invasion for students to enjoy the convenience and fun brought by artificial intelligence technology. For example, some students are addicted to online games and spend a lot of time and energy in the virtual world, which affects their academic performance and physical and mental health. On the other hand, some students are addicted to live streaming, online shopping and takeout, unwilling to participate in group activities and blindly chasing stars, which affects their values and outlook on life.

#### 2.3 Wisdom teaching methods are relatively simple

Some ideological and political teachers in colleges and universities are not familiar with online live broadcasting, MOOC online open education and big data, and mainly teach with PPT and electronic whiteboard. They do not fully explore and use Internet teaching resources, which limits the development of ideological and political education. Some teachers have a wrong understanding of wisdom teaching. Although they try to carry out online live teaching, they ignore the construction of digital teaching resource library, and do not integrate current political news, red theme movies and advanced deeds of The Times into teaching. The use of big data mining technology is not reasonable, and it is difficult to give full play to the advantages of artificial intelligence in ideological and political education.

### **3. Artificial intelligence technology can enable the effective path of ideological and political education in colleges and universities**

#### 3.1 Collect Internet educational resources and promote the sharing of educational resources

Artificial intelligence technology can help ideological and political education in colleges and universities to quickly and accurately collect high-quality Internet education resources. For example, big data and cloud computing are used to analyze the information retrieved by ideological and political teachers, quickly screen relevant information, provide necessary teaching resources for teachers, and further enrich the teaching content of ideological and political courses. First of all, teachers can browse the MOOC online open teaching platform video and enter the information they want to query in the search bar, such as teaching videos, teaching cases and special lectures such as curriculum ideological and political construction plan, red culture theme education, and national feelings education, and integrate these materials into their own teaching to expand the teaching content of ideological and political theory courses. For example, teachers can collect videos related to the "Belt and Road" strategy on the MOOC platform, integrate current political news such as the historical development of the Silk Road, China-Europe freight trains and cross-border e-commerce into ideological and political education, comprehensively introduce the foresight of the "Belt and Road" strategy and its outstanding contribution to the world economic recovery, and promote the sharing of high-quality ideological and political education resources. Secondly, artificial intelligence technology can innovate the way ideological and political teachers prepare lessons, make teaching design more efficient and personalized, and enable teachers to focus more on polishing teaching methods and practical activities of ideological and political education, so as to further improve the quality of ideological and political education. For example, teachers can use Web Quest instructional design software to carry out teaching, select characteristic instructional design templates, and then import the key and difficult points of ideological and political teaching. The system will automatically carry out personalized instructional design, save the time of making instructional design, and improve the efficiency of ideological and political lesson preparation.

#### 3.2 Construct human-computer interaction mode to master students' learning status throughout the whole process

Ideological and political teachers in colleges and universities can use artificial intelligence technologies such as search engines, big data, cloud computing and databases to carry out teaching, monitor students' learning status of ideological and political courses throughout the whole process, adjust teaching content and teaching methods according to data analysis results, and push personalized learning courses and materials to students, so that they can find their own learning plans. First, teachers can use the "Wisdom Superman K12" artificial intelligence education and learning system to carry out teaching, import ideological and political courses related teaching content, use the system to dynamically monitor students' online learning status and knowledge points, automatically analyze their problems in the learning process, and accurately analyze students' knowledge weaknesses, so as to provide teachers with more comprehensive and scientific data. Second, colleges and universities should actively introduce the artificial intelligence teaching system and organize teachers to learn the operation process of the artificial intelligence teaching system, so as to improve their information-based teaching ability. For example, teachers can learn the application of face recognition technology and voice recognition technology in ideological and political teaching, let students point at the camera in online teaching, use face recognition technology to analyze students' expressions, and analyze students' attention concentration according to the focus of their eyes. Artificial intelligence technology can help ideological and political teachers timely and accurately understand the learning situation of students, take corresponding measures to guide, and comprehensively improve the quality of ideological and political education.

#### 3.3 Carry out live online teaching and innovate new models of ideological and political education

Ideological and political teachers can use Rain Class, Super Star Learning Pass or Blue Ink Cloud class software to carry out online live

teaching, break the limitation of time and space, facilitate students to learn ideological and political knowledge on mobile phones, tablets or computers, and further improve their moral literacy. Teachers can use Super Star Learning Pass software to carry out live online teaching, import teaching courseware, online test questions and other resources into the system in advance, and send the class curriculum QR code to students, so that students can scan into the class group, understand the online teaching content in advance, and scientifically guide students to preview before class. First of all, when explaining the relevant knowledge of reform and opening up, teachers can use micro-lessons to show the changes that have taken place in Shenzhen Special Zone, Shanghai Free Trade Zone and Xiongan New Area, guide students to think about the changes that reform and opening up have brought to Chinese society, family life and personal life, and guide them to explore the characteristics and development process of the socialist market economy with Chinese characteristics. Teachers can use technologies such as face recognition and voice recognition to interact with students, encourage them to speak freely, and further stimulate their enthusiasm for independent learning. Secondly, teachers can organize online tests to deepen students' understanding of reform and opening up, the socialist market economy with Chinese characteristics, and the construction of the rule of law in China. The Blue Ink Cloud class APP can automatically score each paper, and use big data technology to analyze the correct rate of each question, the class with the highest error rate, the class average score and other data, which is convenient for teachers to carry out accurate teaching according to the data, build ideological and political wisdom classroom, and improve the teaching quality.

#### 3.4 Optimize teaching evaluation methods to promote students' all-round development

Under the traditional teaching mode, the teaching evaluation and assessment of ideological and political courses in colleges and universities are completed by teachers, which will not only occupy a lot of teachers' time, but also easily make marking mistakes due to the large number of papers. First, artificial intelligence technology can innovate the way of ideological and political assessment and evaluation, which is convenient for ideological and political teachers to use machine marking and intelligent examination system to carry out assessment and evaluation work. For example, artificial intelligence technology can be used to automatically read objective questions of ideological and political examination papers, calculate quickly and accurately, reduce teachers' marking workload, and further improve the efficiency and accuracy of examination evaluation. At the same time, teachers can also use big data to establish the ideological and political assessment database, import students' ideological and political class attendance data, online test data, etc., and set assessment and evaluation standards, automatically summarize students' ideological and political class attendance rate this semester, daily exam comprehensive scores, etc., to conduct a comprehensive evaluation of students and further promote their all-round development. Second, ideological teachers can use online teaching apps and cloud computing to carry out teaching evaluation, collect students' online teaching, offline learning, social practice and other aspects of learning, and import these data into the database to quickly analyze students' grasp of knowledge points, social practice ability and other data, so as to formulate more targeted learning plans for them. Thus improving the level of ideological and political education.

## 4. Conclusion

Artificial intelligence technology has injected new vitality into the reform of ideological and political education in colleges and universities, provided teachers with a large number of high-quality ideological and political education resources, urged schools to build online platforms for ideological and political education, introduced artificial intelligence teaching systems, broadened the channels of ideological and political education penetration, and promoted the construction of ideological and political education in curriculum. Ideological and political teachers in colleges and universities should actively learn artificial intelligence technologies such as big data, cloud computing and face recognition, actively carry out online live teaching, push relevant learning materials according to students' search words, online speeches and learning conditions, use big data and cloud computing technology to analyze students' online learning data, achieve precise push, and further improve ideological and political teaching efficiency and education quality.

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