

Practical Exploration on the Digital Transformation of Ideological and Political Education

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Abstract

Driven by the goals of national high-quality development and the construction of a cultural power, educational digitalization has become an inevitable requirement of practical development. As a core component, the digital transformation of ideological and political education is a unified process of technological innovation and value adherence, covering all-round digital construction of subjects, objects, resources, environment, etc., and pointing to multi-dimensional upgrading of informatization and intellectualization. Meanwhile, digital technology opens up new fields, enriches new forms, and enhances new momentum for ideological and political education, with its core value embodied in technological empowerment, cognitive innovation, and goal coupling. Based on clarifying the era foundation of educational digital transformation, this paper expounds a new practical path of digitalization of ideological and political education that can be referenced and learned from by exploring the goal coupling of intelligent empowerment and value guidance in the digital context, highlighting the core mechanism of ideological and political education in promoting people's all-round development in the new era.

Keywords

Intelligent Empowerment; Value Guidance; Ideological and Political Education; Digital Transformation.

1. Introduction

As an important component of national education, "ideological and political education is a process in which educators and educatees, in accordance with the needs of social development and their own, under the guidance of correct ideological, political, and moral theories, continuously improve their ideological, political, and moral qualities and achieve all-round development in the process of adapting to and promoting social development"[1]. To further elaborate in the context of digital development, the digitalization of ideological and political education aims to guide individual behaviors and shape group values. Through the full-process promotion and all-round integration of digital technologies and concepts in educational links, it drives the entire discipline to undergo transformation and upgrading such as paradigm shifts, discourse innovation, and model renewal.

2. The Historical Inevitability of Educational Digital Transformation

Under the guidance of the goal of promoting national high-quality development, educational digitalization, as the era requirement and inevitable direction of building a cultural power, reflects the new development of education empowered by digitalization. As an important part of educational services, the digitalization of ideological and political education involves all-round digital construction of educational subjects and objects, resources, environment, etc., and connotes multi-dimensional transformation and upgrading of informatization and intellectualization.

2.1. Organic Unity of Digital Evolution and Educational Essence

"Educational digitalization is an important breakthrough for China to open up a new track for educational development and shape new advantages in educational development"[2]. It not only needs to create a digital environment, but more importantly, to make full use of the data value generated by various educational elements under the action of digitalization, link the communication mode of digital transformation to the educational field, enhance the all-round digital level of educational subjects and objects, environments, and media, and achieve educational collaborative development based on the current Internet form.

In essence, both "education" and "digital" realize transformation in the process of "ization", and the two show the integration relationship of category association and logical transformation through the dynamic development of "ization". Therefore, the transformation and development of educational digitalization conforms to the direction of social development and the path of technological change, with the characteristics of dynamic unity; it is effectively embedded in the structure of social adjustment and the change of situation trend, with the characteristics of dynamic coordination. Accordingly, the transformation of educational digitalization is first reflected in the application of digital technology means in educational activities. Through the integration of human-computer interactive resources with the help of the Internet, and with big data capture and artificial intelligence analysis, it promotes multi-dimensional communication and human-computer matching connection in educational digitalization. Secondly, it is reflected in the digital integration in the promotion of various educational links. With the help of digital data conversion capabilities, it extracts homogeneous information through data relevance, promoting precise services and diversified coordination in educational digitalization. Finally, it is reflected in the improvement and expansion of educational level. Digital interconnection that breaks physical boundaries realizes the synchronous promotion of different fields, different subjects and different structures. The organizational ability to break rigid restrictions can enhance the pertinence and timeliness of educational digitalization when applied to practice.

2.2. Dialectical Adjustment between Educational Elements and Digital Technology Development

In terms of educational subjects and objects, digital technology has broken the positioning of traditional education's closed intergenerational inheritance, making traditional teaching design difficult to be effectively implemented in the digital environment, so educational subjects with digital identities have emerged as the times require; in terms of educational objects, the digital environment of virtual-real isomorphism provides a living space where "humans" and "data" coexist, and the operation mode of "human-computer" interaction has changed the inherent channel of information transmission, so educational objects with digital identities have also appeared as "real bodies" and "avatars". Based on the virtual operation characteristics of digitalization, individuals can independently generate network avatars through personalized empowerment and freely choose their data-based images, so each digital avatar may be different from the real objects in reality, and the degree of differentiation cannot be effectively determined. At the same time, in the digital space co-created by "humans", "data" and "machines", freedom and equality have become the consensus of interaction, so the objects are no longer passive recipients, but have the identity of conscious participation and parallelism with the subjects.

In terms of educational content, it first manifests as digital innovation in content generation. The digital content formed based on data, while closely focusing on the value orientation, social trends and task objectives of ideological and political themes, also has the data texts needed for virtual development, that is, while focusing on traditional textbooks, it also takes into account the sending and receiving of interactive data. Secondly, it manifests as visual innovation in

content presentation. Digital technology integrates and converts texts, images and videos of traditional themes into data, showing more abundant visual effects such as icons, dynamic gifs and animations, allowing educational objects to understand the content through more direct visual elements and deepen image memory and visual memory. Finally, it manifests as matching innovation in content distribution. The subjects can, based on data analysis and summary of the educational needs and learning needs of the objects, and on the basis of clarifying their development characteristics and thinking trends, carry out more targeted matching adjustment and construction, enriching the teaching content of educational subjects while promoting the adaptive acceptance of the content by educational objects.

In terms of educational methods, digital development plays an important role in promoting the expansion of scenarios for personal and avatar participation, which means that the digitalization of ideological and political education generates new forms through the mutual construction relationship between "technology and society"[3], forming an all-round interconnected field that radiates from points to areas, from areas to regions, and from regions to fields. Further concretizing from the methodological dimension in combination with reality, the application of digitalization in ideological and political education methods refers to model innovation and method reform driven by digital empowerment. Therefore, the digital operation mechanism with digital drive as the starting point constructs and realizes a systematic data education model with multi-element coupling[4].

3. Goal Coupling of Wisdom Empowerment and Value Guidance in the Digital Context

From the perspective of ideological and political education, focusing on the specific practice of social development, digital technology promotes the continuous transformation of ideological and political education through the massive data with high circulation, opening up new fields for education, enriching new forms of educational promotion, and enhancing new momentum for educational guidance. Focusing on the research field of ideological and political education, digital intelligence, under the development of the digital context, mainly provides the enabling effect of intelligent transformation, reflecting the educational value of technical empowerment, cognitive innovation and target coupling.

3.1. Technological Empowerment of Digital Intelligence

As a new paradigm, digital intelligence updates educational resources, educational carriers and the specific forms relied on by educational practice, and provides corresponding digital development frameworks and intelligent evolution rules for the improvement of individuals' ideological quality and ability and spiritual shaping. The digital intelligence value of the digital development of ideological and political education, from the perspective of technological empowerment, presents the reform and upgrading of intelligent calculation nested with educational tasks. Through the virtual-real integration characteristics of digital social operation, the immersive experience characteristics of presence and avatars, and the personalized expression characteristics of multi-dimensional data display, it empowers the tools and space for the intelligent evolution of ideological and political education. On the basis of adhering to the humanistic care and value ethics of ideological and political education, it further develops the intelligent application of ideology, morality and politics in the digital environment.

Focusing on the digital intelligence value of the digitalization of ideological and political education, on the one hand, digital intelligence technology provides a powerful grasp driven by digitalization for ideological and political education. Through the reasonable introduction of autonomous intelligence, it upgrades the scale and regulation of the digitalization of ideological and political education. Based on this, through the intelligent calculation, classification and

integration of big data, it can help ideological and political education practitioners and educational platforms quickly find influencing variables and factors, so as to make rapid responses and adjustments and consolidate the achievements of ideological and political education. On the other hand, applying the intelligent concept to various structures of education, while conforming to the technological wave, we should always adhere to the attributes and goals of education. Its foothold still adheres to the educational concept of fostering people and the leading role of ideology and politics. The cognitive innovation of its digital intelligence value should not only show the development trend of technological operation, but also highlight the educational purpose of ideology and politics, so as to fully reflect the comprehensive sublimation of digital intelligence value.

3.2. Goal Integration of Value Guidance in Ideological and Political Education

Marx pointed out: "Technology, as the manifestation of human essential power, contains human excellent qualities and value pursuits"[5]. Examining the value attributes adhered to and the essential connotations highlighted in educational development, and linking with the technological innovation relied on by digital development, we can clarify that educational digitalization has the attribute of real-time adjustment in practice. Its transformation is bound to be connected with the country's overall politics, economy and culture, relying on the material form of the specific development of the current society, and meeting the most suitable educational requirements for serving the current society. In response to the talent training goals in the digital context, the development of digital intelligence in ideological and political education needs to strengthen digital intelligence thinking, establish digital intelligence awareness, fully highlight the ideological and political characteristics in the use and operation of digital intelligence skills, and grasp the tool characteristics of digital intelligence technology development on the basis of the unchanged core educational concepts.

Based on the characteristics of professional development, to realize the overall empowerment of "value" in ideological and political education, it is necessary to promote the innovation of technological changes and the adherence to unchanged attributes in the process of educational digitalization, reasonably give play to the educational role of digital efficiency on the basis of adhering to the ideological and political orientation, and avoid the single technical digital application through the integrated construction of technology and consciousness. On the one hand, in the process of digital innovation of educational concepts, a relationship of integration between politics and regularity has been generated, making each subject in the field have a digital form, and the material world can promote the educational process in the virtual world through these digital forms. On the other hand, in the process of digital innovation of educational models, it has promoted the compatibility and complementarity between politics and regularity. Through the architecture of technical anchor points and the operation of technical regulations, it has promoted the development trend of ideological and political education towards data, and driven the complementarity and integration of the internal value and external performance of education in line with politics and regularity.

4. A New Practical Path of "Precision-Integration-Collaboration" for the Digitalization of Ideological and Political Education

The digitalization of ideological and political education integrates the adaptive changes in subjects, objects, contents, and methods, jointly creating a new matrix for digital education, shaping new fields of digital education, and promoting the transformation and development of digital education. Thereby, it comprehensively reflects the role and mechanism of ideological and political education in promoting all-round development. Among them, precision is the foundation. Relying on big data portraits and intelligent algorithms, it realizes the differentiated identification of educational objects, dynamic capture of needs, and targeted delivery of

resources; integration is the key, promoting two-way empowerment between physical space and digital fields; collaboration is the guarantee, establishing a multi-subject linkage mechanism, forming an educational closed loop of "precision identification - integrated teaching - collaborative development", and ultimately achieving the in-depth unity of technical empowerment and value guidance.

4.1. Precise Positioning and Supply of Educational Objects and Resources

In response to the important instruction for ideological and political work in the new situation, which is to "center on students, care for students, and serve students"[6], the practical activities of ideological and political education should "strengthen classified guidance, focus on teaching students in accordance with their aptitude, provide targeted services, improve the refinement level of ideological and political work in colleges and universities, and continuously enhance the affinity and pertinence of ideological and political education"[7]. Proceeding from this, the precise positioning of educational objects is based on the displayed characteristics of different data dimensions. Through data processing that involves mining, aggregating, and correlating different data avatars of the same object, the objects are further clarified as data samples with different personalized expressions, and a "digital portrait" for precise positioning is given to them.

In the overall structure of the precise development of the digitalization of ideological and political education, content generation that conforms to educational purposes is carried out according to the presentation methods of different "digital portraits", which strengthens the pertinence of education in terms of resource supply. The precise positioning and precise supply form digital representations of cognitive laws, acceptance characteristics, and choice preferences. Through the dynamic monitoring and feedback mechanism of digital technology, educational resources are flexibly adjusted, allocation methods are optimized, and educational forms and means are changed. On this basis, through the screening of data with variable adjustment and control, the accurate interpretation of digital information is further improved, thereby realizing the precise analysis of educational effects. It is worth noting that the precise supply in response to precise positioning is not aimless and blind satisfaction, but always pays attention to the value demands and goal guidance of ideological and political education, so as to be supported by data but not constrained by digitalization, and to realize the precise value of the digitalization of ideological and political education through the advantageous effect of digital empowerment.

4.2. Integrated Development of Educational Fields and Technology

In the development process of wisdom empowering education, all resources involved and used in ideological and political education can be transformed into specific data that are intuitively visible, three-dimensionally perceptible, and interactively integrable. Therefore, the operation of every link and all processes in the field of ideological and political education is always closely combined with digital technology, and the connection between virtual and real spaces is completed through three-dimensional interaction. By horizontally comparing the development fields of ideological and political education before and after digital empowerment, it can be seen that digitalization breaks the boundaries of traditional fields, presents the interconnected characteristics of cross-integration, and promotes the integrated development of common fields; by vertically comparing the development fields of ideological and political education before and after digital empowerment in terms of time, it can be seen that digitalization breaks the inertial thinking mode, presents the integration characteristics of digital concepts penetrating into all aspects of education, and promotes the continuous development of the past and the present.

Therefore, in the open and interactive digital dynamic evolution, the goal of ideological and political education has always been concerned with the skill movement of helping individuals

shape cognition through digital skills. With the integration of digital technology into the unity of political nature and regularity, it promotes the core values to penetrate into all aspects of individual practice. While inheriting the educational history, its educational digitalization has also completed the evolutionary drive of digital technology, and will synchronously carry out real-time feedback, adjustment and update of digital forms along with changes in educational demands and transformation of technological development, so as to respond to and adapt to the overall transformation and upgrading of society in a flexible way, and then realize the high-quality promotion and implementation of ideological and political education.

4.3. Connection and Collaboration of Multiple Educational Subjects

Digital technology has brought about an extensible transformation of thinking forms from physical concretization to data abstraction. This kind of interactive activity carried out in both virtual and real dimensions makes all elements involved in ideological and political education become new objects of cognition in the digital space. Therefore, the digitalization of ideological and political education integrates all the above elements into data in the virtual space, and through the disciplinary function of education combined with the logical characteristics of technology, they jointly act on the digital teaching practice of multiple collaboration; through the effective integration of digital thinking, the traditional segmented thinking and linear thinking are transformed into holistic thinking and global thinking, which truly realizes the improvement and growth of educational subjects and objects in terms of emotion, morality, and the rule of law driven by digital technology, and ensures that technical integration guides education to achieve scientization. It should be clear that the connection and collaboration of multiple subjects is not the stacking and replacement of various digital elements, but the collaborative development of educational elements while digitalization is evolving and upgrading. Accordingly, the overall radiation scope of the digital transformation of ideological and political education should be larger than the sum of the scopes of "ideological and political education" and "digitalization" alone, so that the entire structure can be enhanced in an institutionalized and large-scale manner as a whole.

5. Conclusion

The digital transformation of ideological and political education is an inevitable requirement to conform to the country's high - quality development and the construction of a cultural powerhouse. Its core is to achieve the unity of technological innovation and value perseverance. It involves the all - around digital construction of educational subjects and objects, resources, and the environment, as well as the multi - dimensional upgrading of informatization and intelligence. Digital technology brings new fields, new forms, and new driving forces to it. Its core value is reflected in technology enabling, cognitive innovation, and goal coupling. In practice, it can be promoted through the "precision - integration - collaboration" path, that is, accurately positioning the educated and targeting the supply of resources, promoting the integration of the educational field and technology to connect the virtual and real spaces, and facilitating the collaboration of multiple subjects to form an educational closed - loop. Ultimately, a deep unity of technology enabling and value guidance can be achieved, giving full play to the core role of ideological and political education in promoting the all - around development of people in the new era. For example, some schools use online platforms to provide personalized ideological and political education courses according to students' learning situations, and some enterprises use virtual reality technology to create immersive educational scenarios for employees' ideological and political training.

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