

# Research on the Construction of the "Six Micro-Measures" path for Online Education in the Era of Intelligent Media

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## Abstract

**In the Era of Intelligent Media, cyberspace has become a crucial arena for ideological and political education in colleges and universities. Currently, online education in higher education faces practical dilemmas including complex information dissemination, the backward competence of educators, and difficulties in guiding educatees. Grounded in the theories of recessive education, media ideological and political education, and precise education, and based on the actual educational practice in universities, this paper constructs an integrated online education path featuring the "Six Micro-Measures", namely Micro-Teams, Micro-Party Building, Micro-Platforms, Micro-Activities, Micro-Courses, and Micro-Models. It also elaborates on its application with the practice of the School of Electronic Engineering, Chengdu Technological University. Research findings indicate that the "Six Micro-Measures" can transform ideological and political education from "fingertips" to "hearts and minds", enhance the pertinence and effectiveness of online education, and provide practical references for the innovation of online education in colleges and universities in the Era of Intelligent Media.**

## Keywords

**Era of Intelligent Media, Online Education, Six Micro-Measures, Ideological and Political Education.**

## 1. Introduction

With the in-depth application of new-generation information technologies such as artificial intelligence, big data, and cloud computing, human society has fully entered the Era of Intelligent Media [1]. As digital natives, contemporary college students are active online and highly receptive to media. Cyberspace is not only their main field for study and life but also a critical arena for shaping their values. To fulfill the fundamental task of fostering virtue through education, we must strengthen the position of online education [2].

Existing studies mostly focus on the theoretical logic, platform construction, or the application of a single micro-carrier in intelligent media-based ideological and political education, rarely forming a systematic and implementable integrated path of micro-carriers. In view of this, this paper directly addresses the practical dilemmas of online education in the Era of Intelligent Media, constructs a closed-loop education system of "Six Micro-Measures", and explores a feasible path for online education in colleges and universities to shift from formal innovation to effectiveness improvement.

## **2. Practical Dilemmas of Online Education in Colleges and Universities in the Era of Intelligent Media**

### **2.1. Complex Information Dissemination Increases Difficulty in Mainstream Value Guidance**

The explosive growth of online information and the diversified proliferation of communication[3] channels distract college students' attention from ideological and political content; false information and erroneous ideologies spread rapidly, undermining mainstream values; and information cocoons limit students' cognitive horizons, further complicating value guidance.

### **2.2. Backward Competence of Educators Leads to Insufficient Adaptability**

Some educators are weak in applying intelligent media technologies and slow in updating educational concepts, struggling to adapt to interactive and autonomous online education scenarios; their inadequate ability to respond to complex online public opinions weakens the authority and persuasiveness of education.

### **2.3. Backward Competence of Educators Leads to Insufficient Adaptability**

College students' value formation is more deeply influenced by diverse ideologies[4]; problems such as internet addiction and reduced offline participation are prominent; and non-standard online behaviors occur frequently. The traditional one-way indoctrination mode of education fails to precisely meet students' needs.

## **3. Research on Optimizing the Path of Online Education in the Era of Intelligent Media**

### **3.1. Innovating Educational Concepts and Broadening the Educational Pattern**

To carry out ideological and political education for college students, educators must establish a global, open, and network-based educational philosophy, breaking through the constraints of disciplines, time, and space. Internet-based ideological and political education is by no means simple information forwarding, but a systematic innovation of concepts, contents, methods, and carriers. It is essential to clarify that the internet is not merely a technical tool but a new-type educational field. Intelligent media technologies such as artificial intelligence, big data, and cloud computing should be deeply embedded in the whole process of ideological guidance, psychological counseling, academic guidance, and employment and entrepreneurship services, so as to achieve the deep integration of intelligent media empowerment and educational work.

### **3.2. Strengthening Educators and Deepening Two-Way Interaction**

Adhering to the student-centered approach, ensuring the equality of personality and rights between teachers and students, fully respecting students' dominant position, and stimulating their enthusiasm and initiative in participation, we aim to build an equal, interactive, co-constructed, and shared educational relationship. We adhere to problem-oriented and demand-oriented approaches, focus on hot issues of concern to students and their growth needs, precisely plan educational contents, and innovate the "Internet + Ideological and Political Education" model. We will build diverse channels for expression and improve the mechanism for instant collection, rapid response, and closed-loop feedback of students' opinions. On the one hand, we will consolidate the ideological foundation and enhance students' ability to distinguish online information; on the other hand, we will carry out ideological and political education closely following the current hot topics and students' interests, so as to enhance the affinity and pertinence of ideological and political education and meet students' needs and expectations for growth and development[5].

### **3.3. Building Educational Brands and Enhancing Communication Influence**

We will innovate content presentation and communication forms, make good use of youth-oriented expression carriers such as micro-courses, micro-videos, and youth role models, promote the "youthful translation" of ideological and political theories, and improve the relevance and appeal of ideological and political education. Efforts will be made to cultivate online education brands[6] with high student recognition, wide dissemination, and strong demonstrative effect, ensuring that brand construction is in line with the requirements of the times, school-running positioning, campus culture, and students' needs. Teachers and students are encouraged to form interdisciplinary and cross-field online education teams to plan and carry out brand activities with rich connotations, novel forms, and close proximity to young people, so as to strengthen the leading force and influence of online ideological and political education with high-quality brands.

### **3.4. Optimizing Narrative Methods to Achieve Recessive Education**

The core of online education lies not only in information transmission but also in enabling it to enter the mind and heart, and gain recognition and practice. We should enhance the warmth and quality of narration, adhere to recessive education, and achieve the effect of "moistening things silently". As General Secretary Xi Jinping pointed out, "Good ideological and political work should be like salt, but we should not just eat salt. The best way is to dissolve salt in all kinds of food and absorb it naturally[5]. Ideological and political work in colleges and universities should be adapted to events, advanced with the times, and innovated according to the situation." Faced with the characteristics of contemporary college students, such as enhanced self-awareness and preference for equal dialogue, we should abandon simple and coercive indoctrination methods and transmit mainstream values through recessive penetration and subtle influence. Focusing on theoretical hotspots and practical issues of concern to students, we will innovate the discourse system and expression paradigm, use language that young people "can understand, remember, use, and practice"[7] to clarify truths and convey values, enabling students to receive education and improve their quality invisibly, thus achieving the educational effect of "moistening things silently".

## **4. Construction of the "Six Micro-Measures" Online Education Path in the Era of Intelligent Media**

### **4.1. Strengthening Micro-Teams: Building Organizational Guarantee for Online Education**

A working mechanism for online education is established under the unified leadership of the Party Committee, with joint management by the Party and administration, coordination among departments, and participation of both teachers and students. The College News and Publicity Center is set up, led by the Deputy Secretary of the College Party Committee and jointly operated by teacher supervisors and student leaders. It undertakes the functions of online publicity, cultural education, public opinion guidance, and content creation, building a professional micro-team that understands the internet, students, and ideological and political education, providing stable organizational support for online education.

### **4.2. Developing Micro-Party Building: Activating the "Red" Education Engine on Fingertips**

Relying on Party member service stations, we promote the deep integration of Party building work with the internet: Carry out thematic education closely linked to current hot topics and important nodes to strengthen ideological guidance; Explore school history and red cultural resources to launch immersive online thematic activities; Create online columns such as

"Studying the 20th National Congress of the Communist Party of China" and "Red Songs Narrate Party History", encouraging students to create independently in the forms of short videos and red song singing. Led by Party building, we inherit the red genes through online education.

#### **4.3. Constructing Micro-Platforms: Building an Omnimedia Communication and Education Position**

With the official website as the core, we integrate new media such as WeChat Official Accounts, QQ, Weibo, and Douyin to build an integrated omnimedia communication matrix. The platform covers functional modules including Youth Learning, Second Classroom Transcripts, Enrollment and Employment, Academic Ethic Construction, and Psychological Counseling, realizing integrated content production, one-stop resource platforms, and precise communication, creating a "zero-distance" online education space for college students.

#### **4.4. Launching Micro-Activities: Strengthening Value Guidance through Cultural Nurturing**

Centered on ideological guidance, we carry out high-quality micro-activities by linking online and offline: photography competitions, dormitory culture festivals, micro-video contests, micro-film creation, etc. Mainstream values and internet literacy education are integrated into the activities, positive energy is conveyed in youth discourse, a positive and uplifting campus cultural atmosphere is created, and students' collective identity and sense of responsibility are strengthened.

#### **4.5. Developing Micro-Courses: Enriching the Supply of Recessive Educational Content**

Four types of online micro-courses are developed as effective supplements to the first classroom: ideological and political micro-courses, healthy living, professional education, and inspirational growth. A micro-course column "College Students Speak League Lessons" is launched to conduct education on Party history and discipline from students' perspectives; moral education elements are integrated into professional courses to strengthen patriotism and scientific spirit. Short, concise, and targeted courses achieve education in a silent way.

#### **4.6. Selecting and Establishing Micro-Models: Giving Play to the Exemplary Role of Role Models**

Characteristic columns such as Postgraduate Entrance Examination Sharing, Youth Models, and Beams of Light Figures are opened to deeply explore advanced deeds of teachers and students: stories of excellent teachers in education, deeds of national scholarship winners, growth experiences of postgraduate entrance examination students, etc. Using people and stories around us, we build an exemplary system for mutual promotion between teachers and students, stimulate students' internal motivation, and strengthen mainstream value identity through peer leading.

### **5. Conclusion**

The Era of Intelligent Media brings new opportunities and challenges for online education in colleges and universities. The "Six Micro-Measures"—strengthening guarantee with micro-teams, forging the soul with micro-Party building, gathering momentum with micro-platforms, nourishing the heart with micro-activities, empowering with micro-courses, and guiding with micro-models—construct an all-round, multi-level, and three-dimensional online education system. This effectively solves the problems of traditional education such as one-way indoctrination, insufficient interaction, and weak effectiveness, promoting ideological and political education from "fingertips" to "hearts and minds". In the future, we should continue to

deepen technological integration, optimize content supply, and improve mechanism guarantee to continuously enhance the quality of online education in colleges and universities and cultivate new-generation talents who can shoulder the great responsibility of national rejuvenation.

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