

Ethics and challenges of artificial intelligence application in college students' ideological and political education

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Abstract: With the strong support of big data, algorithms, and computing power, artificial intelligence technologies such as intelligent search, intelligent question and answer, intelligent statistics, intelligent analysis, and machine writing will be widely used in ideological and political education. In education, we should not only see the artificial intelligence reshaping the ideological and political education activities, but also make the main body, object, content, goal, way and situation of ideological and political education resonate in the same frequency. On the other hand, it increases the information stickiness with users, making users accustomed to immersing themselves in the information comfort zone created by artificial intelligence, which in turn affects users' ideological value judgments. Artificial intelligence technology itself has become an ideology.

1. Introduction

At a time when artificial intelligence is developing rapidly, promoting innovation in ideological and political education methods is in line with the development trend of science and technology of the times. Leveraging the technological advantages of artificial intelligence is an inevitable choice to promote the innovative development of ideological and political education [1-2]. artificial intelligence technologies such as intelligent search, intelligent question and answer, intelligent statistics, intelligent analysis, and machine writing will be widely used in ideological and political education. in education[3-4]. We should not only see the artificial intelligence reshaping the ideological and political education activities, but also make the main body, object, content, goal, way and situation of ideological and political education resonate in the same frequency [5].

Ideological and political education is the basic way to carry out Marxist theoretical education and the basic project and central link of socialist spiritual civilization construction [6]. Vigorously promoting the innovation of ideological and political education method is helpful to always grasp the pulse of the times and society and master the leading power of socialist ideology [7]. On the other hand, it increases the information stickiness with users, making users accustomed to immersing themselves in the information comfort zone created by artificial intelligence, which in turn affects users' ideological value judgments. Artificial intelligence technology itself has become an ideology [8-9].

2. The operational mechanism of precision ideological and political education in universities in the era of artificial intelligence

2.1. Centralization of educational objectives

There are many ways to obtain perceptual education resources, usually teaching materials, teacher experience, relevant policy documents, etc [10]. The channels for obtaining such specific resources and the form of education are relatively fixed, resulting in irrational allocation of education resources. Actively study and practice socialist core values and other advanced ideology and culture, and give full play to the leading role of ideological and political education. As shown in Figures 1, 2 and 3.

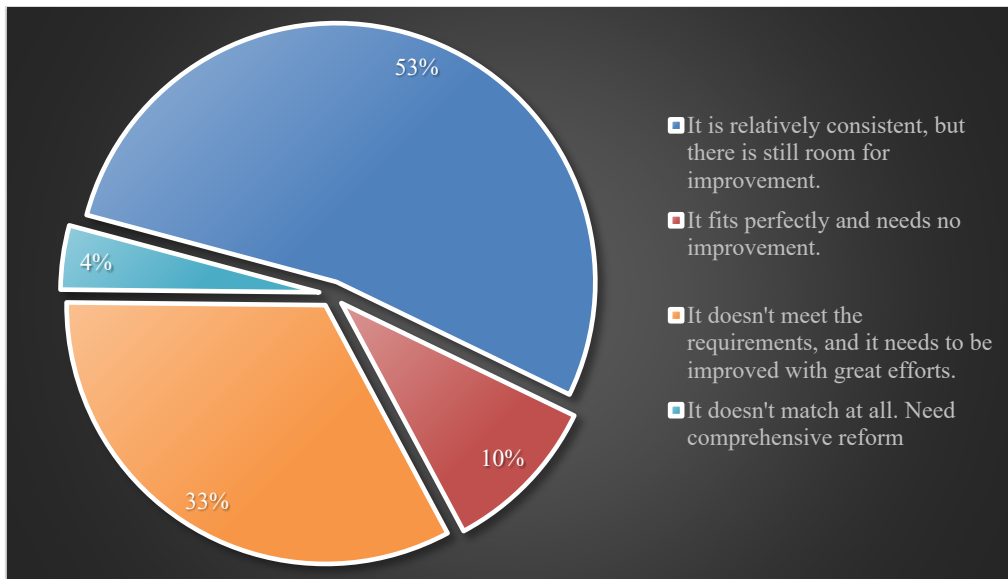


Figure 1 Student Expectations of Current Ideological and Political Education Content

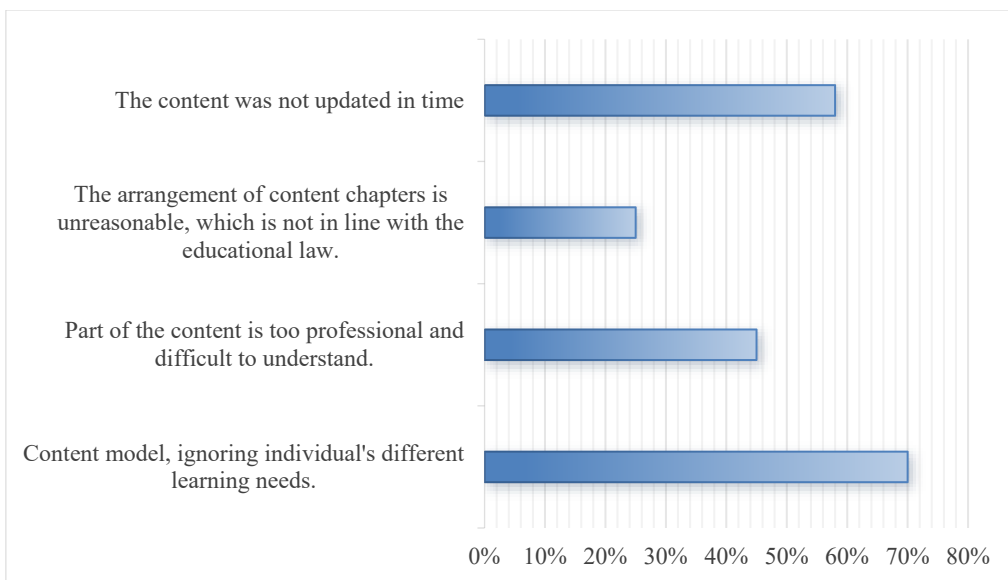


Figure 2 Problems in Current Ideological and Political Education Content

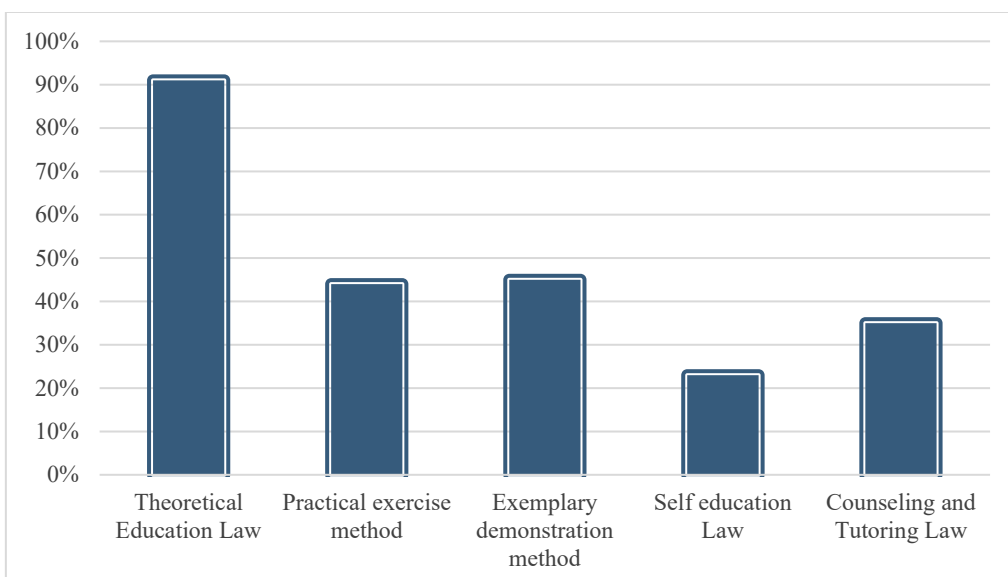


Figure 3 Main Methods Used by Schools for Ideological and Political Education

2.2. Comprehensive education data

Artificial intelligence can realize the accompanying data collection in the whole process of ideological and political education in colleges and universities. These multimodal data sources can be conceptualized as physiological, situational and psychological data. College students are in contact with intelligent terminals every day, and teachers can use Weibo, Tik Tok and other channels to establish a learning platform containing ideological and political knowledge. The education department or relevant authorities should establish an implementation and management system that covers activity objectives, content, implementation, and evaluation. Although there is currently a trend towards personalized and differentiated improvement in ideological and political education classroom teaching, a relatively scientific and complete system has not yet been formed. In many cases, there are still problems with educators uniformly imparting the same educational content to learners from different educational backgrounds. The development and changes of the times have created a group of educated people with different personalities. One of the characteristics of this group is that they have strong individualized demands and strong personal colors. Finally, computing power is the ability of a computer or other device to handle computing problems within a specific period of time. The larger the computing power value, the stronger the comprehensive computing power, which plays a connecting role in the system. Artificial intelligence agents enhance students' learning initiative through shared representations and shared responsibilities, and achieve emotional interaction in the process of ideological and political education in colleges and universities.

3. Introducing an intelligent evaluation system to accurately assess the elements of the entire education process

3.1. Utilizing digital platforms to obtain effective evaluation data

Information data is the basis for educational evaluation. Traditional information data collection methods require a large amount of manpower and material resources, and the information data collected are incomplete and lack timeliness. It is an intelligent method formed by combining a new generation of search engine technology with artificial intelligence technology. Educators and academic institutions can improve the effectiveness of ideological and political education by utilizing emerging intelligent technologies such as natural language understanding technology, symmetric search technology, and extensible markup language technology through intelligent search engine technology. By conducting surveys on students' characteristics, needs, and interests, they can better understand students' social conditions and flexibly set ideological and political courses, thereby enhancing the impact of their teachings. At the level of 'power', it manifests as the use of artificial intelligence technology by educators or the prevention of AI technology risks, thereby exerting a coercive power over the control, organization, and regulation of the educated, reflecting the ability to influence and guide others. For example, university administrators and policymakers should, at the level of responsibility, clarify the responsibility for the application process. At the privacy level, they should establish data protection barriers to ensure that technological applications align with the development interests of ideological and political education in universities.

3.2. Using intelligent algorithms to analyze educational evaluation data

An important role of ideological and political education evaluation is to provide feedback on the effectiveness of current educational content and educational methods through the analysis of evaluation data. Teachers must have a sense of leadership, stand on the overall situation of the party and the country to cultivate new people of the era, and delve into the generation mechanism of algorithm push information. And innovative application, consciously maintain the height of public issues and the bottom line of safety, so that the algorithm can play an important role in the field of ideological and political education to the maximum extent. Due to the complexity of artificial intelligence machine programming, some educators cannot skillfully use the software application

and hardware facilities of artificial intelligence technology.

4. Conclusions

The new era is an era where opportunities and challenges coexist in the development of ideological and political education. Against the backdrop of rapid development of artificial intelligence, ideological and political education has become an important discipline closely related to modern emerging technologies. Colleges and universities, as important places for value correction, ideological guidance, consensus building, and cultivating new era talents who shoulder the great responsibility of national rejuvenation, operate under the information dissemination mode dominated by algorithm recommendations. At the same time, we must always beware of the risks that artificial intelligence technology brings to education and promote the safe and healthy development of ideological and political education. With the era of artificial intelligence as the background, through a comprehensive analysis of the technical characteristics of artificial intelligence, the discourse power of ideological and political education is combined with intelligent technology, which has a distinct contemporary character and promotes the continuous enrichment and expansion of theoretical research in the discipline.

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