

Research on the Dual Dimensions of Artificial Intelligence in Precision Ideological and Political Education in Universities

Zhao Liang^{1,a,*}, Xiaolin Zhang^{2,3,b}

¹*School of information science and technology, Taishan University, Dongyue Street, Tai'an City, Shandong Province, China*

²*Literature And Media Department, Taishan University, Dongyue Street, Tai'an City, Shandong Province, China*

³*Institute of Problem Solving, Chonbuk National University, 567 Baekje-daero, Deokjin-gu, Jeonju-si, Jeollabuk-do 54896 Republic of Korea*

a. lzliang@sdau.edu.cn, b. zhangxiaolin9581@gmail.com

Abstract: The article discusses the dual directions of AI-enabled ideological and political education, i.e., the technical direction and the social direction. In the technical direction, AI-enabled ideological and political education should focus on "accurate ideology and politics", and build a form of "accurate ideology and politics" based on the logic of content, technology and subject. In the social direction, AI-enabled ideological and political education should focus on "intelligent ideology and politics", and build a form of "intelligent ideology and politics" that is based on intelligent life, enhances intelligent thinking, and realizes the integration of reality and reality. This paper emphasizes that accurate ideology and politics is led by intelligent ideology and politics, and intelligent ideology and politics is based on accurate ideology and politics, which are complementary and inseparable.

Keywords: Intelligence, Ideological and Political Education, Precision, Big Data.

1. Introduction

While promoting the reshaping of the computing paradigm and the development of productivity, artificial intelligence is building a "human-machine-object" interconnected social form, with far-reaching effects on traditional production relations.[1] The empowerment of ideological and political education by artificial intelligence is not only an important way to modernize ideological and political education, but also a major strategy for the fundamental task of establishing moral education.[2] However, the current academic research on AI-enabled ideological and political education suffers from the problem of biased perspectives, either focusing too much on the technological tool perspective, or focusing too much on the social environment perspective, and lacking in holistic constructs. In the Marxist perspective, artificial intelligence, as a product of human "object activity", is a unity of technical and social attributes. It is not only a "usable tool", but also a "way to goodness", which constitutes the dual direction of AI-enabled ideological and political education, i.e., the technical direction and the social direction.[3] Therefore, a systematic construction of the dual direction of AI-enabled ideological and political education will help enhance the integrity and systematicity of the research in this field.[4]

2. Research Background

2.1. Technical and Social Attributes

Although Marx did not specifically address artificial intelligence, his basic principles about 'machines' are still applicable to explaining artificial intelligence. Artificial intelligence, like machines, possesses both technical and social properties.[5] From a technical point of view, artificial intelligence is composed of big data, algorithms, and arithmetic power. The mechanism operates through the parameterization, algorithmization, and aggregation of information. Parameterization simplifies information into binary propositions, represented by '0' and '1'. Algorithms, on the other hand, are akin to the mechanized operation of a machine and are programmed with processing rules. Once information enters the algorithmic orbit, it can be processed efficiently and standardized. Furthermore, after resolving local issues, AI aims to achieve the global optimal solution by aggregating data and algorithms. Additionally, from a societal standpoint, AI has had a significant impact on individuals' physical, emotional, and virtual experiences, advancing the intelligent progression of society. Its integration with the Internet, big data, and other technologies has transformed the way people interact, making it more intelligent and efficient. This shift in lifestyle has also led to a shift in mindset. Additionally, the integration of artificial intelligence often results in individuals frequently altering their identities in a world where reality and fantasy are intertwined, giving rise to new concerns regarding self-awareness and social identity.

2.2. The Relationship Between Artificial Intelligence and Ideological and Political Education

In the intelligent era, the mutual empowerment of artificial intelligence and ideological and political education is an inevitable trend in the development of the education field. Artificial intelligence has not only changed the way information is disseminated but has also brought unprecedented opportunities and challenges for ideological and political education.

Artificial intelligence technology can enhance personalised services and solutions for ideological and political education through accurate data analysis and algorithmic calculations. It can also help to identify and address the ideological dynamics and needs of the educated, improving the pertinence and effectiveness of education. Additionally, it promotes optimal allocation of educational resources and collaborative cooperation. Simultaneously, the intelligent recommendation and predictive analysis functions of artificial intelligence enable educators to promptly understand changes in the mindset of learners and develop more precise education strategies.

Nevertheless, the implementation of artificial intelligence in ideological and political education encounters various challenges and risks. For instance, topics such as data security, privacy protection, algorithmic fairness and transparency, and responsible technology usage require our attention. To ensure the appropriate implementation of AI technology in ideological and political education, we must enhance the development of technical ethics and regulations, and standardise the scope and methods of AI technology usage. In summary, the mutual empowerment of artificial intelligence and ideological and political education is necessary for the development of the intelligent era. The complementary advantages of the two should be fully utilized to promote the innovative development of ideological and political education. At the same time, we should be aware of the risk of technology abuse to ensure that AI technology has a positive impact on the application of ideological and political education, and contributes positively to the cultivation of socialist builders and successors who are well-rounded in morality, intelligence, physical fitness, and aesthetics.

2.3. Dual Dimensions

When exploring the subject of AI-enabled ideological and political education, it is important to consider its inherent dual orientation. Firstly, AI provides powerful technical support for ideological and political education at a technical level. AI provides an opportunity for innovation in the limitations of traditional ideological and political education, such as content presentation, carrier innovation, and method improvement. Its technological advantages of precision, efficiency, and synergy can address these issues. Artificial intelligence not only provides educators with personalised and targeted education programmes but also enhances the effectiveness of ideological and political education through intelligent recommendation and personalised teaching. However, it also brings new challenges and requirements to ideological and political education at the social level. In the context of an intelligent society, human existence, interaction, and thinking are undergoing profound changes. Therefore, ideological and political education must actively adapt to the new social environment. To address challenges such as the overwhelming amount of information and the diversity of values, ideological and political education should leverage the potential of artificial intelligence to enhance guidance and education for learners. This will help them develop accurate values and worldviews, and improve their information literacy and moral character.

In conclusion, artificial intelligence can provide a valuable tool for ideological and political education with a dual focus. The technological orientation provides technical support for ideological and political education and promotes personalised and precise education. The social orientation requires ideological and political education to respond actively to changes in the intelligent society and strengthen the guidance and education of the educated. Therefore, in future ideological and political education, we should fully utilise the advantages of AI while proactively addressing the challenges and issues it presents. This will enable us to achieve more efficient, precise, and intelligent ideological and political education..

3. Technical Dimension

3.1. Content Based

The method of ideological and political education that follows a content-based logic is a systematic and precise means of education through the use of artificial intelligence technology. Its core content includes precise supply, precise governance, and precise dissemination. To achieve precise supply of content, artificial intelligence technology should be actively employed to promote supply-side reform of ideological and political education content production. Efficient and accurate identification of demand enables precise content production. Various resources, such as academic, teaching, social, and practical, are integrated to establish an open and high-quality ideological and political education resource base. To ensure precise content governance, we should integrate ideological and political education content using knowledge mapping systems. It is important to optimize the organization and presentation of content. To expand the coverage of Marxist theoretical education, manage algorithmic recommendation chaos effectively, and maintain the security of mainstream social ideology, it is suggested to replace the traditional collaborative filtering recommendation method with content-based recommendation technology. To ensure accurate content dissemination, it is important to use diversified and multi-dimensional information data as the basis. Intelligent technology should be employed to dynamically extract, analyze and display the data in the education process. This will help to predict the needs of the educated accurately and achieve the precise dissemination of ideological and political education content.

3.2. Technological Based

This form is widely used in media communication. The content and subject matter of education are established based on artificial intelligence technology in the form of ideological and political education that follows the technical logic of 'intelligent identification - intelligent analysis - intelligent supply - intelligent policy-making'. Firstly, an intelligent education environment is constructed to accurately identify the ideological dynamics, behavioural trajectory, and real needs of the educated through data collection. Secondly, intelligent algorithms are used to holistically, dynamically, and differentially analyze dynamic and static data to make the data and information visible, correlated, and extended. Based on the intelligent analysis, an ideological knowledge map is constructed and combined with the digital portrait of the educated person. Effective ideological and political education information is then provided with scientific control over timing, effectiveness, and degree of content supply. The intelligent system records the trajectories of the educated, comprehensively analyses the data, and effectively grasps the progress of education. It responds to the demands of the educated in a timely manner and continuously optimizes the content supply.

3.3. Subject Logic

The use of artificial intelligence technology can enhance the relevance of civic education by responding to the characteristics and needs of the educated group. This form of civic politics consists of three links: precise objectives, precise implementation, and precise evaluation. Firstly, educational objectives are precisely set based on the current situation of the learners. Then, with the help of artificial intelligence, group and individual characteristics are analysed to construct a learning model. Secondly, personalised goals are used to design educational programmes using the knowledge map. Education is carried out by category and level, taking full advantage of the synergistic and technological benefits of artificial intelligence. The technical advantages of AI are once again being utilised to shift the empirical evaluation mode towards exploring diversified intelligent evaluation, providing developmental consulting reports, optimising the evaluation process, and constructing an all-round and dynamic evaluation system. This form is commonly applied in school education.

4. Social Dimension

4.1. Intelligent Living Environment

Ideological and political education should adapt to the intelligent social environment and match the reality of intelligent life. Deepening intelligent ideological and political education has become an inevitable choice based on the reality of intelligent society. Educators must improve their own intelligent literacy, adapt to intelligent interactions, and lead the development of intelligent civilization. Educators should increase their understanding of intelligence and adopt a more objective approach to teaching, avoiding subjective emotions. They should also explore the principles, characteristics, and ethical norms of artificial intelligence, as well as develop skills in data analysis and algorithm optimization. Additionally, educators should actively engage in the application of artificial intelligence, collaborating with technicians to build educational resources, methodologies, algorithms, and tools. Educators should incorporate intelligent interaction into their practice. Ideological and political education should also adapt to this practice and transform educational methods. Educators must adapt to the new normal of human-computer interaction, study the laws of education under the new situation, and innovate the way of expressing themselves. They should strengthen intelligent guidance for students, cultivate higher-order thinking skills, and improve their ability to master artificial intelligence. Educators have a responsibility to lead the development of intelligent civilization. Examine the social, ethical, and ideological implications of AI using Marxist

perspectives and methods to reveal the underlying causes of social disorder and flawed thinking. Encourage individuals to adopt a scientific approach towards AI and develop a correct understanding of its role.

4.2. Intelligent Thinking System

Marx believed that theoretical thinking in each era has its own unique form and content. Intelligent thinking is a new way of thinking in the age of artificial intelligence, which requires the strengthening of systems, innovation, and interactive thinking. Systems thinking focuses on integrating data, technology, and context, and requires the cultivation of technical, data, and humanistic literacy. Innovation is a key aspect of the current age of artificial intelligence, requiring the cultivation of higher-order thinking skills. Interaction between the subject and object is central to interactive thinking, and educators and learners should form an educational community. Finally, practical thinking should be strengthened. Theoretical thinking is the foundation, but its true value can only be realised through practical application. In the age of artificial intelligence, it is important to focus not only on theoretical innovation but also on practical application. The deep integration of ideological and political education with artificial intelligence technology should be promoted. To better guide practice, practical thinking requires a deep understanding of reality and the essence of the problem. Therefore, educators with ideological and political views should actively explore practical paths. They should combine theoretical knowledge with practical activities and cultivate the practical abilities of their students. In summary, strengthening systematic, innovative, interactive, and practical thinking is key to enhancing intelligent thinking. This requires educators to continuously innovate educational concepts and methods, and guide students to cultivate good thinking habits to better cope with the challenges and opportunities of the AI era.

4.3. Virtual Reality Interaction

In the age of intelligence, ideological and political education faces the challenge of time and space transformation. Artificial intelligence integrates physical, social, and virtual space, reshaping the educational scene. Educators must understand the relationship between virtual and real and build intelligent ideological and political education. To achieve this, they need to strengthen top-level design and systematically plan Civics education in virtual space. The national data platform should be constructed and maintained with public attributes. Artificial intelligence can be used to integrate resources, connect educational links, and establish a collaborative parenting pattern throughout society. It is important to standardise the use of algorithms. Educators should enhance their intelligent reading, writing, and cognitive abilities, and study the laws of algorithms. Socialist core values should be integrated into algorithms, and audit and access mechanisms should be implemented. The task is to govern the application of algorithms, prevent ethical risks, and guide correct value orientation. It is important to enhance the subject's cognitive adjustment ability. To address the issue of cognitive conversion in both real and virtual spaces, education on self-knowledge and social identity should be strengthened to improve the ability to identify, synthesize, and reflect on information. Additionally, education on ethical norms should be reinforced to guard against the ethical risks of AI and promote the advancement of science and technology for the better.

5. Conclusions

This paper discusses the two directions of AI-enabled ideological and political education: the technical direction and the social direction. In the technical direction, the focus should be on promoting accurate ideology and politics, and developing a form of accurate ideology and politics that is based on content, technology, and subject. In the social sphere, AI-enabled ideological and

political education should focus on 'intelligent ideology and politics'. This will involve building a form of 'intelligent ideology and politics' that is based on intelligent life, enhances intelligent thinking, and realizes the integration of reality and reality. Precise political and ideological education is supported by intelligent political and ideological education, and intelligent political and ideological education is built on precise political and ideological education. These two forms of education are complementary and inseparable. The article discusses the compatibility of artificial intelligence with ideological and political education and the need to modernise ideological and political education in the era of intelligence.

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