

# The Impact of New Media and Artificial Intelligence Technologies on Ideological and Political Education in Higher Education Institutions and Countermeasures

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**Abstract.** This paper explores the opportunities and challenges of new media and AI technologies for ideological and political education in higher education institutions. New media offers abundant resources and platforms for ideological and political education, while AI provides technical support for innovative education. These technologies have the potential to enhance the diversification, personalization, and quality of ideological and political education. However, it is necessary to adapt to new demands and address the lack of controllability in information dissemination. In order to improve the quality and level of ideological and political education, higher education institutions should fully utilize new media and AI technologies to improve classroom instruction, expand education space and methods, and optimize education content and methods. By doing so, they can cultivate high-quality talents for socialist modernization. Additionally, they should regulate the use of new media and AI technologies to ensure responsible application, protect students' rights, and maintain educational integrity.

**Keywords:** New media, artificial intelligence, ideological and political education in higher education institutions

## 1. Introduction

In an era characterized by rapid technological advancements, the fusion of new media and artificial intelligence (AI) technologies has reshaped various aspects of our lives, including education. This transformation is particularly evident in higher education institutions, where the impact of these technologies on ideological and political education is becoming increasingly significant.<sup>[1]</sup> This article delves into the opportunities and challenges posed by the integration of new media and AI technologies in the realm of ideological and political education within universities.

## **2. The Opportunities Brought by New Media and Artificial Intelligence Technologies to Ideological and Political Education in Higher Education Institutions**

### **2.1 The Role of New Media and Artificial Intelligence Technologies in Ideological and Political Education**

New media is a term that encompasses various forms of communication media that are characterized by digitalization, networking, multimedia, and interactivity, such as the Internet, mobile communication, and satellite broadcasting. New media offers several advantages for ideological and political education, such as large information capacity, fast dissemination speed, wide coverage, and high audience engagement.<sup>[2]</sup> New media provides rich information resources and communication channels for ideological and political education, promoting the dissemination and communication of ideological and political knowledge and values.

Artificial intelligence (AI) is a field that involves creating intelligent systems by humans, such as computers, robots, and intelligent software. AI has several advantages for ideological and political education, such as strong processing capabilities, high learning abilities, and good adaptability.<sup>[3]</sup> AI provides powerful technical support and application platforms for ideological and political education, enhancing the efficiency and effectiveness of ideological and political teaching and learning.

New media and AI technologies enable ideological and political education to diversify, personalize, and innovate its content, broaden and deepen its space, and improve its quality and level.<sup>[4]</sup> For example, new media can provide more interactive learning experiences for students through online courses or virtual reality simulations. AI can help teachers to analyze students' learning data to provide personalized feedback or to develop adaptive learning systems that can adjust the difficulty level of the course according to students' performance.

In summary, new media and AI technologies have great potential to transform ideological and political education by providing new opportunities for teaching and learning. By leveraging these technologies effectively, educators can create more engaging, personalized, and effective learning experiences for students.<sup>[5]</sup> New media is a term that encompasses various forms of communication media that are characterized by digitalization, networking, multimedia, and interactivity, such as the Internet, mobile communication, and satellite broadcasting. New media offers several advantages for ideological and political education, such as large information capacity, fast dissemination speed, wide coverage, and high audience engagement. New media provides rich information resources and communication channels for ideological and political education, promoting the dissemination and communication of ideological and political knowledge and values. Artificial intelligence (AI) is a field that involves creating intelligent systems by humans, such as computers, robots, and intelligent software. AI has several advantages for ideological and political education, such as strong processing capabilities, high learning abilities, and good adaptability. AI provides powerful technical support and application platforms for ideological and political education, enhancing the efficiency and effectiveness of ideological and political teaching and learning. New media and AI technologies enable ideological and political education to diversify, personalize, and innovate its content, broaden and deepen its space, and improve its quality and level.<sup>[6]</sup>

## **2.2 New Media and Artificial Intelligence Technologies Create a Favorable Social Environment and Public Opinion Atmosphere for Ideological and Political Education**

The advent of new media and artificial intelligence (AI) technologies has not only revolutionized information dissemination but has also had a profound impact on social culture and values. These advancements have given rise to a society characterized by openness, diversity, and innovation, thereby creating a highly conducive social environment for ideological and political education. In addition, new media and AI technologies provide invaluable support by fostering positive public opinion and offering guidance for ideological and political education.

Through the utilization of new media and AI technologies, the guidelines and policies of political parties and countries can be effectively publicized, thereby reaching a wider audience and promoting informed civic participation. This dissemination facilitates the widespread propagation of socialist core values, reflecting the achievements and progress made in the realm of socialist construction. Furthermore, new media and AI technologies offer the means to shape a positive national image and foster a strong national spirit among individuals. These technologies play a vital role in enhancing students' patriotic sentiment and developing their sense of social responsibility.

The integration of new media and AI technologies into ideological and political education provides a dynamic platform for engaging students in critical discourse, encouraging their active participation, and facilitating a deeper understanding of complex societal issues. By harnessing the power of these technologies, educators can effectively instill a sense of civic duty, cultivate ethical awareness, and foster a spirit of innovation among students.

Overall, new media and AI technologies create an environment that fosters the dissemination of political ideologies and values, strengthens the national identity, and nurtures a sense of responsibility and commitment among students. As a result, the integration of these technologies into ideological and political education is of paramount importance for shaping the future of higher education institutions and preparing students to meet the challenges of a rapidly evolving world.

## **3. The Challenges Brought by New Media and Artificial Intelligence Technologies to Ideological and Political Education in Higher Education Institutions**

### **3.1 New Media and Artificial Intelligence Technologies Pose New Requirements for Ideological and Political Educators**

Ideological and political educators play a vital role in guiding university students' ideological and political learning, shaping their education concepts and methods. However, the rapid development of new media and artificial intelligence (AI) technologies has changed the ways and forms of ideological and political education, providing students with more diverse and convenient sources of ideological and political knowledge, as well as more advanced and suitable ideological and political concepts and methods in the new media and AI environment. Therefore, ideological and political educators in higher education institutions need to keep

pace with the times, actively utilize new media and AI technologies, innovate their own concepts, and improve their work capabilities, in order to meet the new requirements of the era. Specifically, ideological and political educators in higher education institutions need to possess the following abilities:

Grasp the basic principles and application methods of new media and AI technologies. Ideological and political educators should be familiar with the characteristics, functions, and usage of new media and AI technologies, such as the Internet, mobile communication, satellite broadcasting, computers, robots, intelligent software, etc. They should be able to flexibly utilize these technologies to assist in educational teaching, management evaluation, and decision support, enhancing the efficiency and effectiveness of their work.

Pay attention to the development trends and social impacts of new media and AI technologies. Ideological and political educators should keep abreast of the latest developments and achievements of new media and AI technologies, as well as their influences on social culture, values, and public opinion. They should update their educational content and methods in a timely manner, incorporating relevant knowledge and skills of new media and AI technologies into their teaching. They should also guide students in correctly understanding and addressing the opportunities and challenges brought by new media and AI technologies, cultivating their critical thinking and problem-solving abilities.

Cultivate ethical awareness and a sense of responsibility towards new media and AI technologies. Ideological and political educators should comply with relevant laws, regulations, and ethical norms when using new media and AI technologies for educational purposes. They should protect personal privacy and data security, respect the rights and interests of others, maintain network order and social stability, and prevent the misuse or abuse of new media and AI technologies. They should also educate students on the ethical issues and legal responsibilities related to new media and AI technologies, fostering their moral values and civic awareness.

By developing these abilities, ideological and political educators in higher education institutions can adapt to the new era of new media and AI technologies, improve their professional competence, enhance their educational quality, and fulfill their educational mission.

### **3.2 Lack of Controllability in Information Dissemination in the New Media and AI Environment**

New media and AI in the online environment lack general norms and constraints, resulting in a lack of controllability in information dissemination in the new media and AI environment, posing significant challenges to ideological and political education in higher education institutions. Firstly, the information disseminated through new media and AI is mixed, including false information and harmful speech that undermines the interests of the nation, nationality, and society. These false information and harmful speech are forged, altered, and spread using new media and AI technologies such as natural language processing and image recognition, making it difficult to distinguish between truth and falsehood. Although relevant departments have implemented supervision and management of information dissemination through new media and AI, it is impossible to completely eliminate false information and harmful speech. The dissemination of such information and speech can easily mislead

immature minds and students lacking relative rational judgment, leading to the deviation of their values and difficulties in ideological and political education. Secondly, the information disseminated through new media and AI possesses strong infectivity and influence, including distorted facts, malicious slander, and other speech that violates laws and morals, creating "cyber violence" that hampers the ideological guidance work in higher education institutions. Such speech is disseminated and manipulated using new media and AI technologies such as social media, online communities, and emotion computing, exploiting people's emotions and cognitive biases, creating public opinion pressure and social panic. For college students, they are susceptible to the influence and harm of such speech, which may result in negative psychological reactions and behavioral tendencies. This dissemination of speech also increases the difficulty and pressure faced by ideological and political educators, impacting their educational effectiveness. Thirdly, the information disseminated through new media and AI exhibits certain limitations and one-sidedness, including speech lacking scientific basis and rational judgment, which misguides the direction and objectives of ideological and political education in higher education institutions. Such speech is disseminated and optimized using new media and AI technologies such as intelligent recommendation, intelligent search, and intelligent analysis, providing information that matches users' interests and preferences, creating information cocoons and echo chambers that make it difficult for users to access different perspectives and more comprehensive information. This dissemination of speech can easily lead college students to lack critical thinking and dialectical thinking, trapping them in narrow-minded ideological patterns and value concepts, affecting their correct understanding of social reality and future development. Moreover, this dissemination of speech can lead to confusion and mistakes in the content and methods of ideological and political education for ideological and political educators, impacting their ability to cultivate students' innovation spirit and practical abilities.

#### **4. Suggestions on ideological and political education in colleges and universities under the environment of new media and artificial intelligence**

##### **4.1 Give full play to the role of new media and artificial intelligence in ideological and political education in colleges and universities**

To conduct effective ideological and political education for college students, it is essential to abandon outdated concepts and keep pace with the times. Colleges and universities should leverage the advanced achievements of technological development, such as new media platforms like QQ, WeChat, and microblogs, as well as AI capabilities. By doing so, they can make full use of the advantages of various new media platforms and apply them to college ideological and political education.<sup>[7]</sup> They can also promptly grasp students' ideological dynamics and address their confusion or problems. Moreover, it is important to actively explore the application scenarios and methods of new media and AI technologies in college ideological and political education, transforming them into incremental elements of educational work and enhancing the targeted and practical effectiveness of ideological and political education. Specifically, the following aspects can be considered:

Enhancing the effectiveness of ideological and political classroom instruction through the use of new media and AI technologies. New media and AI technologies, such as virtual reality, augmented reality, digital humans, intelligent voice, smart note-taking, intelligent assessment, intelligent recommendations, intelligent tutoring, and intelligent question answering, can enrich classroom teaching resources and methods. They can increase classroom interactivity and interest, stimulate students' learning enthusiasm and participation, assist in classroom teaching management and evaluation, reduce teachers' workload and improve teaching efficiency, and achieve personalized and precise teaching that caters to students' diverse and individualized needs.

Expanding the space and methods of ideological and political education through the application of new media and AI technologies. New media and AI technologies, such as cloud computing, big data, the Internet of Things, social media, online communities, online courses, robots, virtual assistants, and affective computing, can construct information technology platforms and networked spaces for college ideological and political education.<sup>[8]</sup> They can enable functions like data sharing, collaborative management, decision support, information dissemination, opinion guidance, value shaping, emotional communication, psychological guidance, and character development. They can also create new scenarios for college ideological and political education that extend beyond the traditional classroom setting.

Optimizing the content and methods of ideological and political education through the use of new media and AI technologies. New media and AI technologies, such as knowledge graphs, semantic analysis, sentiment analysis, natural language generation, image generation, video generation, machine learning, deep learning, and reinforcement learning, can intelligently organize, analyze, present, innovate, optimize, and adjust the content and methods of ideological and political education. They can enhance the systematicity and logic of the content of ideological and political education. They can also make the content more vivid and appealing. Furthermore they can increase the flexibility and effectiveness of the methods of ideological and political education.

By implementing these measures using new media and AI technologies in college ideological and political education practice, colleges universities can improve their professional competence, enhance their educational quality, fulfill their educational mission.

#### **4.2 Standardizing the Use of New Media and Artificial Intelligence in College Ideological and Political Education**

When colleges and universities utilize new media and AI technologies for ideological and political education, they should also pay attention to preventing and avoiding potential issues and risks.<sup>[9]</sup> Firstly, it is important to strengthen the security of new media and AI technologies, preventing them from being hacked or maliciously tampered with, which could lead to data breaches or misinformation that may affect the normal progress of ideological and political education.<sup>[10]</sup> Secondly, ethical supervision of new media and AI technologies should be enhanced to prevent violations of laws, regulations, or ethical norms, safeguarding personal privacy and public interests, and preserving the credibility of ideological and political education. Thirdly, there is a need to provide proper educational guidance on new media and AI technologies to prevent students from excessively relying on or blindly worshipping them,

neglecting their own subjectivity or creativity, and weakening the intrinsic motivation of ideological and political education.

To address these concerns, specific measures can be taken in the following areas:

1. Establishing sound security management systems and mechanisms for new media and AI technologies, developing relevant norms and standards, strengthening monitoring and inspection of these technologies, and promptly identifying and addressing security vulnerabilities and risks.
2. Strengthening ethics education and legal education related to new media and AI technologies, cultivating students' awareness of online ethics and legal responsibilities, guiding students to use new media and AI technologies in a reasonable and lawful manner, respecting the rights and interests of others, and maintaining network order and social stability.
3. Enhancing scientific education and innovation education on new media and AI technologies, fostering students' scientific literacy and innovative spirit, guiding students to have a correct understanding and evaluation of the advantages and limitations of new media and AI technologies, and actively participating in and promoting their development and application.

These measures aim to ensure the safe and responsible use of new media and AI technologies in college ideological and political education, protecting students' rights and interests, and maintaining the integrity and effectiveness of the educational process.

## **5. Conclusion**

New media and AI are major features and trends in the current era, and they have a profound impact on ideological and political education in universities. Workers in ideological and political education in universities should seize opportunities brought by new media and AI to fully leverage their roles in ideological and political education, address challenges brought by new media and AI while using them, and regulate their use in ideological and political education. <sup>[1]</sup>Only in this way can ideological and political education meet the needs of the era's development, improve quality and level of ideological and political education, and cultivate high-quality talents that meet the socialist modernization requirements. This article analyzes the challenges and opportunities brought by new media and AI to ideological and political education in universities, and puts forward suggestions as to how to make use of new media and AI technologies in ideological and political education.

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