

# The paradigm reform path of ideological work in universities in the era of artificial intelligence

**Guo Chen**

Chongqing Normal University Chongqing 401331

**Abstract:** The rapid development of artificial intelligence has placed new demands on ideological work at universities, and traditional working paradigms are no longer suited to the new era. Faced with the challenges of the AI era, ideological work at universities must undergo a paradigm shift and explore new pathways that meet the needs of the times. By leveraging the technological advantages of artificial intelligence and utilizing tools such as big data and intelligent analysis, universities can enhance the relevance and effectiveness of ideological and political education, thereby promoting the dissemination and implementation of core socialist values. By strengthening the deep integration of technology and ideological work, universities can drive the development of ideological and political work toward modernization and intelligence, thereby enhancing its social influence and educational impact.

**Keywords:** Artificial Intelligence; Universities; Ideological Work; Paradigm Innovation; Ideological and Political Education

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## **Introduction:**

Ideological work in universities has always been a crucial domain for advancing ideological and political education. With the rapid development of artificial intelligence technology and the acceleration of social transformation, traditional working methods and models face new pressures and challenges. The widespread application of artificial intelligence, particularly supported by big data, cloud computing, and AI algorithms, offers unprecedented opportunities and momentum for ideological work in higher education. How to effectively integrate AI technology and innovate the methods and pathways of ideological work has become a critical issue facing contemporary universities. This innovation is not only a requirement of technological transformation but also key to improving the quality of higher education and advancing the innovation of ideological and political work. Promoting the intelligent and modern development of ideological work in higher education has become an inevitable trend in educational development.

## **1. New Challenges Posed by Artificial Intelligence to Ideological Work in Higher Education**

### **1.1 Bottlenecks Faced by Traditional Models**

Under traditional models, ideological work in higher education often relies on human experience and conventional teaching methods, lacking responsiveness to technological changes in the new era. Faced with a complex information dissemination environment and conflicts among diverse values, the limitations of existing models have become increasingly apparent. Traditional ideological and political education places too much emphasis on indoctrination, lacks personalization and interactivity, and struggles to guide students toward active thinking and participation. The traditional model lacks efficiency in processing and analyzing information, particularly in extracting meaningful content from massive amounts of data and information, which significantly diminishes the relevance and effectiveness of ideological and political education. Therefore, how to break through the bottlenecks of traditional educational models and utilize new technologies to drive innovation in ideological work has become an urgent issue that needs to be addressed.

### **1.2 The Rapid Development of Artificial Intelligence Technology**

The rapid progress of artificial intelligence has brought about profound changes in educational practices. The advantages of AI in data processing and information analysis have equipped higher education institutions with more precise capabilities for identifying and intervening in ideological work. Through big data analysis, AI can gain

insights into students' ideological trends, behavioral patterns, and potential shifts in values, thereby providing more personalized strategies for ideological and political education [1]. At the same time, AI has revolutionized the generation and dissemination of educational content; the introduction of virtual assistants, smart classrooms, and personalized learning systems offers students a more engaging and interactive learning experience. Driven by these technologies, ideological and political work in higher education institutions can not only accurately predict shifts in students' thinking but also adjust educational strategies in real time, thereby enhancing the impact and precision of education.

### **1.3 Response Strategies for Ideological and Political Work in Higher Education**

In the face of challenges posed by AI, higher education institutions should actively explore ways to integrate technological innovation with ideological and political work. AI technology can be utilized to conduct precise analyses of students' ideological trends; through data mining and sentiment analysis, institutions can promptly identify students' ideological needs and adjust educational content and methods accordingly. Intelligent educational platforms can provide students with a more personalized learning experience, breaking away from the one-size-fits-all model of traditional ideological and political education and enabling students to gradually form correct values through self-directed learning. Building on this foundation, the development of an integrated platform that combines intelligent technology with ideological and political education can effectively enhance the interactivity and real-time responsiveness of education, further propelling university ideological and political work toward a more efficient and intelligent direction.

## **2.The Necessity of Paradigm Innovation and Practical Pathways**

### **2.1 Innovating Work Approaches to Meet the Demands of the New Era**

The innovation of ideological work in higher education institutions in the new era is first and foremost reflected in a shift in mindset. Currently, ideological work must not only address the cultural diversity brought about by globalization but also respond to new challenges posed by the rapid development of information technology. The traditional one-way indoctrination model can no longer meet the educational demands of the new era. Universities must advance the innovation of ideological and political work from a "student-centered" perspective. Through diversified and personalized instructional design that integrates students' interests and needs, they can create ideological and political courses that resonate with the spirit of the times. Modern information technology—particularly artificial intelligence and big data—provides tools for accurately identifying students' ideological trends, offering a scientific basis for ideological work in higher education. Innovative thinking requires not only the updating of educational content but also emphasizes the transformation of educational methods. The widespread application of information technology provides more precise teaching methods for ideological work in higher education, forming an educational paradigm with contemporary characteristics. Universities must proactively respond to these changes, actively introduce advanced technologies, and enhance the relevance and effectiveness of ideological and political education, thereby consolidating correct value guidance amid fierce international competition and a multicultural context.

### **2.2 Technology-Driven Intelligent Education Models**

Against the backdrop of technological advancement, intelligent education models have gradually become an integral part of ideological work in higher education. Artificial intelligence and big data technologies provide more flexible and precise methods for education, making the design and implementation of educational activities more personalized and diverse. By leveraging big data, educators can monitor students' learning progress and ideological trends in real time, accurately gauging each student's psychological state and needs. This technology-supported educational model not only enables the effective allocation of teaching resources but also allows for dynamic adjustments based on student feedback, enhancing the immediacy and interactivity of education [2]. Through AI technology, personalized delivery of educational content and intelligent tutoring for problem-solving can achieve

more targeted educational outcomes, breaking away from traditional one-size-fits-all teaching models. Technology-driven intelligent education models not only enhance the precision of ideological and political education but also greatly stimulate students' interest in learning and sense of participation, making education more attuned to students' actual needs and strengthening their sense of agency and critical thinking skills.

### **2.3 Methods for Enhancing the Effectiveness of Ideological and Political Education**

To enhance the effectiveness of ideological and political education, it is first necessary to accurately grasp students' ideological trends through scientific methods. By leveraging artificial intelligence and data analysis technologies, universities can establish more comprehensive databases for ideological and political education, comprehensively recording students' learning behaviors, emotional changes, and ideological trends, thereby providing data support for educational interventions. Through the analysis of large volumes of educational data, schools can evaluate the effectiveness of educational strategies in real time and promptly adjust teaching methods to better achieve educational objectives. Cultivating students' independent learning and critical thinking is a key pathway to enhancing educational effectiveness. Intelligent teaching platforms can promote student engagement through interactive Q&A sessions and online discussions, thereby heightening their awareness of active thinking. This approach not only helps students form correct values through critical reasoning but also enhances their ability to solve practical problems, making ideological and political education more aligned with the educational demands of the new era. Through these methods, ideological and political education can truly fulfill its role in guiding students to form correct values and elevate the overall quality of education.

## **3.Exploring Pathways to Modernize Ideological Work in Higher Education**

### **3.1 Integrating Artificial Intelligence Technology to Enhance Educational Quality**

The integration of artificial intelligence technology presents entirely new opportunities for ideological work in higher education. Through AI, universities can implement precise interventions in ideological and political education. Leveraging AI's deep learning algorithms, institutions can analyze students' ideological tendencies based on their historical behavioral data and evolving thought patterns, thereby tailoring personalized educational plans for each student. AI can assist teachers in real-time monitoring of students' learning progress, allowing for timely adjustments to teaching content and methods to ensure educational efficiency and relevance. AI also provides support in educational content creation by automatically generating personalized learning materials, making education more interactive and engaging. Through the deep integration of AI, ideological work can break through the limitations of traditional education, not only improving educational quality but also enhancing students' identification with and proactive engagement in ideological and political education.

### **3.2 Application of Multi-Dimensional Intelligent Methods**

The multi-dimensional application of intelligent methods can effectively advance the modernization of ideological and political education in higher education institutions. By integrating technologies such as big data analysis, artificial intelligence, and virtual reality, universities can establish diversified educational models, making ideological and political education more multidimensional, dynamic, and interactive [3]. Big data technology can accurately capture students' ideological fluctuations and emotional changes in different contexts, providing a basis for real-time adjustments to teaching content. Virtual reality technology, meanwhile, enhances the impact of education through immersive experiences, allowing students to personally experience the power of core socialist values in simulated scenarios. The integration of AI and big data also helps universities build comprehensive monitoring systems for ideological and political education, enabling scientific evaluation and analysis of the overall status of student populations. Through the application of multidimensional intelligent methods, ideological work in universities can not only improve teaching effectiveness but also achieve optimal allocation of educational resources, driving innovation in educational content and methods.

### 3.3 Establishing a Long-Term Mechanism for Ideological and Political Education in Higher Education

To establish a long-term mechanism for ideological and political education in higher education, it is essential to rely on technological means to continuously optimize educational models and form a sustainable feedback and improvement mechanism. Artificial intelligence can provide a scientific basis for the continuous development of ideological and political education, dynamically evaluating educational outcomes through data analysis, thereby enabling educational content to be continuously adjusted and innovated in line with the times and student needs. At the same time, AI technology can also provide students with more personalized learning paths, enhancing their self-motivation and sense of participation. Educators need to leverage intelligent tools to not only monitor students' academic performance but also pay attention to changes in their thinking and emotions, thereby providing comprehensive educational support. Establishing a long-term, effective monitoring and feedback mechanism, combined with technological means to evaluate and optimize educational outcomes, is key to achieving a long-term mechanism. Through continuous technological advancement, educational management can become intelligent, refined, and scientific, enabling the sustained development and improvement of ideological and political education in higher education institutions.

### 4. Conclusion:

Driven by artificial intelligence, ideological work in higher education faces unprecedented opportunities and challenges. Technological innovation has brought more precise and personalized educational models to ideological and political education, driving improvements in educational quality. In the future, integrating emerging technologies such as artificial intelligence to further optimize educational strategies and establish long-term mechanisms will inject continuous momentum into ideological and political work in higher education, ensuring the achievement of educational goals in the context of the new era and fostering a new generation of youth with a sense of responsibility and mission.

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