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Research on the Innovation Path of the Communist Youth League's Ideological Leadership for Youth in the New Media Environment

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Abstract

This paper intends to focus on the innovative path of the Communist Youth League's ideological leadership for youth in the new media environment as the main research direction. The ideological leadership work of college students is the fundamental political task of the Communist Youth League organization in colleges and universities. The article revolves around the characteristics and advantages of the Communist Youth League in colleges and universities in the work of ideological leadership of college students. Through methods such as questionnaire surveys and case studies, it identifies the problems existing in the Communist Youth League's ideological leadership for youth. By practicing socialist core values, optimizing top-level design, enriching educational connotation, based on campus cultural practice, innovating activity carriers, strengthening the construction of the Communist Youth League team, and improving the evaluation system, it explores new paths for the Communist Youth League organizations in colleges and universities to lead young students with digital technology in the new era, providing references for the ideological leadership work of the Communist Youth League under new circumstances.

Keywords

New media environment; Communist Youth League; Youth ideological leadership; Innovation path

1. Introduction

1.1Significance of the Research

1.1.1Necessity

Currently, the internet has become the main battlefield of ideological struggle, presenting unprecedented challenges for the Communist Youth League's online ideological guidance. The severe and complex international situation brings external shocks, and internal threats are constituted by value diversification, knowledge fragmentation, lifestyle innovation, media evolution, diverse voices, and mixed information. Facing the severe situation of online ideological guidance work, colleges and universities' Communist Youth League must clarify the truth from falsehoods, hold firmly to the online public opinion positions, and vigorously promote the main theme online, taking it as an unshirkable responsibility to strengthen the "foundation casting soul" project.

(1) Under the influence of the new era's network environment, the establishment of young students' thoughts, ideologies, and values all require correct guidance.

The world today is undergoing "changes unseen in a century." The infiltration of Western social thoughts

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into our country has become more covert and targeted, easily misleading the youth and lowering constraints; in particular, individualism, pragmatism, materialism, consumerism, hedonism, as well as so-called liberalization thoughts and historical nihilism, are impacting the dominant position of our country's mainstream values, causing confusion in the ideological formation of young members; secondly, the society's overall ideological and moral consciousness is gradually becoming indifferent, and the excellent traditional Chinese culture and spiritual treasures such as collectivism and hard work, which have been inherited for thousands of years, have been impacted and weakened. These changes have had a profound impact on the formation of the "three views" (worldview, outlook on life, and values) of the majority of young members. In addition, a small portion of young members excessively indulge in the internet, have heavier negative and decadent thoughts, and confusion of right and wrong, to some extent, there exist phenomena such as social ability closure, indifference to collective consciousness, and loss of value judgment, losing the autonomy of learning, independence of thinking, and initiative of investigation and research.

(2) The application of new media platforms and digital technologies poses challenges to the traditional work models and methods of the Communist Youth League.

"Where the youth are, there the organization and activities of the League should cover." The contemporary college student group, mainly "post-95" and "post-00," are "digital natives," and their dependence on the internet is becoming more apparent. The internet is quietly changing the youth group's way of thinking, value concepts, behavior patterns, interpersonal communication, etc., becoming their main channel for expressing interest demands, reflecting personal will, and realizing information interaction.

Against the backdrop of building digital China and promoting the digital transformation of education, the ideological guidance work of the Communist Youth League in universities further relies on the transformation and upgrading of using new media platforms and digital technologies, improving quality and efficiency is an unavoidable profound proposition, which conforms to the requirements of the times development and is the inherent need for achieving high-quality development of ideological and political education work, and also poses more requirements for the work of the Communist Youth League.

(3) The increasingly diverse and individualized ideological needs of young students require continuous innovation in guiding concepts and paths.

Contemporary young students have more diverse channels to contact society and understand the world, and their personal growth needs are increasingly diverse, more advocating personal experience and social freedom, pursuing personalized choices and individual development. In addition, the rigidity of organizational mobilization modes, the traditionality and singleness of content and form, have caused the service force of the Communist Youth League to significantly lag behind the increasingly diverse and individualized growth needs of young members, greatly reducing the attractiveness of the League organization to young members. To effectively guide the development of young students' thoughts and concepts, the content must be close to objective reality, with distinct advancedness; it needs to be based on the most advanced ideological guidance content and form, consistent with the overall development direction of society. Only by maintaining advancedness and foresight can ideological guidance be effective.

1.1.2Importance

(1) Aligning with the Needs of the Guiding Entities.

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Traditional ideological guidance activities are often monotonous, lack personalized educational design, and fall short of achieving precise guidance goals. New media platforms empowered by digital technologies possess the capability for instant information collection, organization, processing, and presentation, better meeting the needs of ideological guidance workers and the target audience.

For the guiders, digital technology enables the aggregation of vast information, capturing the ideological needs of the new era's college students, analyzing data patterns, and optimizing information supply. It allows for the construction of highly adaptable segmented transmission and interaction models, realizing the multi-dimensional, multi-level nonlinear narrative of mainstream ideology. By analyzing the educational data, behavioral habits, and interests of the educatees using digital technology, and then establishing dynamic databases and predictive models through data resource integration and intelligent algorithm recommendations, it can effectively compensate for the inability of "traditional ideological guidance work relying on subjective judgment, local surveys, etc., to analyze massive behavioral data, and address the reality of online behavior analysis and pattern grasping," helping guiders to select educational content precisely, use appropriate teaching discourse, and develop scientific personalized educational plans to carry out precise ideological guidance.

For the target audience, the openness, flexibility, and multifaceted nature of digital technology and new media better match the psychology of the new era's college students who are active thinkers and open to new things, meeting their learning interests and emotional needs. The application of digital technology can target more segmented audiences, effectively realizing the transformation from mass to individualized education modes, from passive indoctrination to active selection. The target audience can not only freely choose or even customize the content they wish to browse and learn on various new media platforms but also directly express personal emotions through online functions such as liking, commenting, reposting, and sharing. This digital learning scenario and innovative learning methods greatly enhance the audience's sense of experience, acquisition, and active learning interest. They are not only "consumers" of digital products but can also produce and disseminate educational content of interest, thereby achieving a transition from external construction to self-construction, from information identification internalization to thought consciousness, and then to behavior practice and habits, optimizing the ideological and political education internalization in the heart and externalization in action ecological atmosphere.

(2) Enriching the Presentation Forms of Ideological Guidance Content.

Traditional ideological guidance work is systematically carried out through educational and teaching activities, with strong systematic, theoretical, and logical advantages in content presentation. However, compared to hypertextual, multimedia, and highly visual digital teaching resources, the "formula" is often outdated, the "craftsmanship" is somewhat rough, and the "packaging" is easily outdated. The modernity, three-dimensionality, dynamism, and affinity of content presentation are not entirely satisfactory, affecting the effectiveness. Through personalized information configuration, tagged information processing, diversified information presentation, and precise information distribution, digital media integrates various new information technologies and new forms of expression, relating to ideological and political education content. The ultra-high access rate of 5G, along with rich digital technology means such as artificial intelligence, scene generation, VR, AR, MR, etc., can achieve a technical leap from flat to three-dimensional, from static to dynamic, from real-time space to super-time space in the form of ideological guidance content. For example, the use of MOOCs, short videos, interactive H5, interactive e-books, etc., in ideological guidance education and teaching, the "processing" "encoding" "decorating" by digital technology makes the theoretical knowledge in textbooks, along with vivid cases in society and internet resources, can be presented in a more lively, intuitive, three-dimensional, and multi-dimensional all-time manner into students' vision. The

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refreshing content presentation through new media platforms will enhance the content's sense of the times, permeability, affinity, and influence, also helping the target audience to understand and grasp the guidance content, stimulate emotional resonance, and effectively convey educational content.

(3) Shaping a Brand New Pattern of Ideological and Political Education Methods, Enhancing the Identification and Trust between Subjects and Objects.

Traditional ideological guidance methods focus on the value and role of educational guidance, public opinion propaganda, cultural edification, and practice formation, cultivating generations of socialist builders, playing a significant role in achieving the great rejuvenation of the Chinese nation. However, in the digital age, the attractiveness and participation of these methods need to be enhanced, becoming a bottleneck restricting the effectiveness of ideological guidance. The use of digital technology and new media platforms helps break the limitations of vertical indoctrination and single expression in traditional guidance activities, promoting the innovative integration of ideological and political education tools, carriers, and methods, breaking the constraints of time and space in ideological guidance work, transforming from one-way indoctrination to interactive participation, and shaping a brand new pattern.

The strong interactivity of new media platforms empowered by digital technology improves the identification and trust between the subjects and objects of ideological and political education. Students can convey words they are reluctant to say in class to teachers through new media platforms and discuss academic issues with teachers online anytime and anywhere actively communicating and exchanging.

From the precision of student situation analysis, to the intelligence of the guidance work process, and then to the measurability of the enhancement of guidance effectiveness, the integration of digital technology "is not only a new representation of human digital living ways but also a new carrier for the function of ideological and political education." Guiders can obtain data on students' cognitive structures, learning characteristics, and language representations in advance through intelligent diagnostic systems, focusing on analyzing the audience's cognitive characteristics, personality traits, knowledge foundation, and achieving precise targeting of goals and content. At the same time, the use of digital technology such as Mixed Reality (MR), virtual simulation, wireless sensing, etc., provides possibilities for multi-sensory participation in ideological guidance; the organic combination of theoretical teaching and PowerPoint presentation, situational experience, model construction, and other methods make the originally dull theory become lively and interesting; teachers can also understand students' learning situations and adjust teaching strategies in time by obtaining feedback data from the backend. It is evident that new media platforms empowered by digital technology help "unearth the precision, scientific, deep, and ubiquitous potential of ideological guidance," enhancing the scientific and standardized level of ideological guidance work.

1.2Research Trends

1.2.1International Research Trends

The digital transformation of education in various dimensions has become a necessity for building a new educational ecosystem, resolving the contradiction between supply and demand for talents, and supporting the high-quality development of education. It has emerged as a new hot topic in the field of education.

An analysis of digital education policy documents and educational reform measures released by countries around the world reveals that current international research on educational digital transformation mainly focuses on six aspects: "infrastructure construction," "digital educational resources," "innovation in education

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and teaching," "enhancement of digital literacy," "development of standards and norms," and "digital ethics and security."

(1) In terms of upgrading digital infrastructure, many countries believe that a good digital teaching environment is the fundamental guarantee for "intelligent teaching" by teachers and "personalized learning" by students. Countries around the world continue to attempt and explore the construction of information infrastructure and the upgrading of digital campus environments.

(2) In enhancing the supply capacity of digital educational resources, major developed countries pay great attention to the construction of digital educational resource platforms, gradually forming a digital educational resource system from construction, application to evaluation.

(3) In implementing education and teaching innovations supported by digital technologies, with the emergence of various educational big data application systems, countries actively use digital technologies to change traditional teaching methods, providing students with personalized, customized learning support services.

(4) In focusing on cultivating teachers' digital literacy and skills, this has become a focus of international attention, and countries have taken measures to cultivate teachers' digital technology application capabilities.

(5) In placing great emphasis on the development of standards and norms for educational digitalization, major international standardization organizations and institutions pay high attention and have released a series of standards and norms related to digital learning, educational big data analysis, etc., providing guidance for the implementation of educational digitalization.

(6) In optimizing and perfecting the ethical norms for the application of digital technologies, a series of ethical and moral issues triggered by digital technologies have gradually entered the public's view. How to establish reasonable and safe ethical norms for the application of digital technologies has gradually gained high attention from countries and organizations worldwide.

1.2.2Domestic Research Trends

From its inception by the Party, the Communist Youth League has been designated as the school for the Party to educate and guide the youth. In its early days, the League used methods such as founding schools, publishing periodicals, and practical training to propagate Marxist theory to Chinese youth. Under the Party's leadership, raising the banner of ideals and beliefs to inspire and unite the youth has been the fundamental experience of the Communist Youth League in leading the youth for a century.

In 2016, General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Universities that we must use new media and new technologies to invigorate our work, promoting the high integration of traditional advantages of ideological and political work with information technology, enhancing a sense of the times and attractiveness. On multiple occasions, he also pointed out that whoever wins the internet wins the youth.

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Under such ideological guidance, various universities have explored new research directions in innovating work content, delving into content with a strong sense of the times, addressing real issues and living thoughts, theories, people, and events, helping college students to discern direction, clear the fog, and find true knowledge and confidence in the internet world. In addition, there has been active exploration and bold innovation in ideological and political education carriers and interactive mechanisms. Firmly grasping the central link of moral education, following the laws of ideological and political work, teaching and educating people, and the laws of college students' growth, advancing with the times, innovating education interactive mechanisms, and promoting the integration of traditional advantages of ideological and political work with the internet, insisting on good methods, improving old methods, and exploring new methods, mobilizing the interaction between teachers and students, making ideological and political work in universities able to gather young students, truly representing young students, guiding young students with truth, and nurturing young students with sincerity.

2.Problems in the Work of the Communist Youth League in Universities in the New Media Environment

The comprehensive transformation brought by the application of new media powered by digital technology to ideological guidance work, including the extension of space, innovation of modes, and creation of new forms of education, presents real concerns in the integration process, such as thinking transformation, technology application, value guidance, and subject cultivation, along with many problems.

2.1Lack of digital transformation thinking consensus

Technology is merely a tool and means. Emphasizing the form of digital transformation and focusing on the expansion of educational fields and the creation of educational scenarios brought by digital media transformation, without recognizing digital transformation as a systemic change in digital form, some even consider digital transformation as a "digital technology burden." On the other hand, the "digital technology supremacy" argument brings the risk of "digital worship," leading ideological guidance work into the trap of instrumentalism. Proponents of "digital technology supremacy" follow technological logic, advocating for a digital revolution of the entire process and all elements of ideological guidance through data driving, algorithmic deduction, machine empowerment, digital twins, etc., falling into the trap of "technology addiction" with excessive enthusiasm and worship for technology, detaching ideological guidance from value care and meaning expression. Clearly, both of these thinking philosophies are trapped in contradictions they cannot resolve themselves, not truly finding the consensus answer to the extent to which digital technology can be transformed into educational efficacy.

2.2The technological convergence of digital technology-enabled new media has application risks

Data and human alienation. "Algorithm black box," "information cocoon room," and other issues bring deviations in the efficacy of ideological and political education. Third, the lack of digital technology integration mechanisms. Digitalization requires the integrated coordination of data, courses, teaching, and other resources, building a high-quality digital resource co-construction and sharing mechanism. However, the circulation, openness, and shareability of current digital educational resources are still insufficient. Fourth, digital technology ethical risks. When digital technology is applied to ideological guidance work, creating a "digital portrait" of people's thoughts and behavior trajectories requires the use of image recognition tech-

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nology, digital twin technology, etc., to collect digital space browsing records, learning records, consumption records, etc., of the educatees, presenting a comprehensive data and model representation of the educatees' life, learning, and behavior. However, this also poses ethical risks such as misuse of personal privacy and leakage of personal information data.

According to the case selection principle, from the "2022 Excellent Cases Collection of Educational Management Informationization Application," Ministry of Education briefings, and other documents, 32 excellent universities in the construction and application of educational management informationization in the past 3 years have been selected, focusing on 5 observation dimensions, organizing and applying 168 items. Among them, 24 universities provided information system-related cases, 21 provided data resource-related cases, 14 provided infrastructure-related cases, 12 provided security defense-related cases, and 20 provided support system-related cases, as shown in the table:

Comparison shows: Information system and data resource construction are two concentrated dimensions of cases, reflecting the current important direction and focus of educational management informationization work in universities. Infrastructure construction and application cases represented by networks and servers have a relatively low proportion, the mixed cloud service model of school-enterprise cooperation has shown initial effectiveness, and the exploration of 5G technology education application scenarios and their future sustainable development has begun to be implemented. In addition, in terms of security defense and organizational support cases, the construction of proactive security defense systems and information service support systems has been valued by universities, but still needs to be enhanced.

Figure 1: Survey on information security during the digital transformation process

2.3Digital technology oversteps the function of value guidance

The digital transformation of ideological leadership is aimed at building a new form of digital education, but the logic of digital technology is instrumental rationality, and it is necessary to build a data-oriented

First-order dimension	Observed indicators	Observation indicators university case statistics
Information System	Development,integration and application of teaching system	10
	Management system development integration and application	20
	Service system development integration and application	18
	Planning and decision system development integration and application	13
Data Resources	Construction and application of date exchange and sharing platform	21
infrastructure	Network construction and application	10
	Smart space construction and application	10
	Data center room construction and application	6
Security defense	Basic cybersecurit	8
	Host and application security	8
	Storage Security	4
	Data protection	11
Safeguard system	Organizational leadership	13
	Team building	4
	Financial support	3
	Management practices	10

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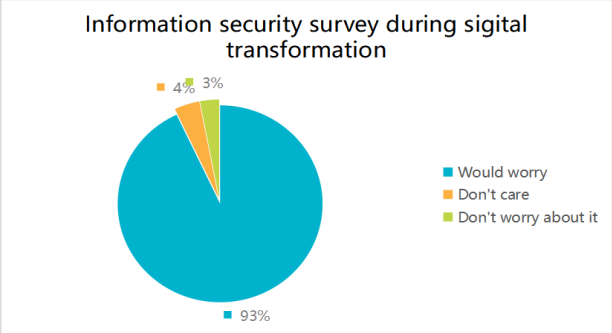
world in which everything can be counted and everything can be calculated. At present, the widespread use of digital technology in various application scenarios is constantly overstepping the function of ideological value leadership, and may shake the security of mainstream ideology.

Specifically, the overzealousness of digital technology has obscured the purpose of thought leadership. The application of digital technology can reveal changes in the thoughts and behaviors of the targets of ideological leadership.



The application of digital technology can reveal the trajectory of changes in the thoughts and behaviors of the targets of ideological leadership, make accurate digital portraits of the targets of leadership, and realize accurate cultivation of people. However, it is difficult for digital portraits to examine the specific social relations, emotional state and ideological dynamics of educated people, and if the effects of data models are infinitely amplified, the consequences of putting the cart before the horse may be brought about, obscuring the ultimate purpose of thought leadership. Secondly, the customized and personalized education model has given rise to the problem of the "missing field" of thought leadership. Personalized education modes based on computing power support, data empowerment, and algorithmic recommendations are prone to construct homogenized and circled "information cocoons", which solidify ideological values and increase the difficulty of value leadership. At the same time, algorithmic recommendation based on user preferences brings "decentralized" content supply, leading the target to be immersed in a world of entertainment and sensualization, which becomes a kind of digital "negative energy" and continuously weakens the influence of mainstream values. Third, the aberration of subject consciousness in digital virtual space. Digital technology constantly extends the space for thought leadership, allowing the target of leadership to be active in the digital virtual space in the form of virtual identity, simulated reality and immersive experience, which may devour the self-subjective consciousness and bring the risk of deviation of value orientation.

2.4The integration of digital media technology and education is difficult to penetrate deeply.

Digital literacy deficiencies become a shackle for ideological and political education empowered by digital technology. First, the deficiency of teachers' digital literacy. Teachers lack the awareness of integrating digital technology into teaching, insufficient digital thinking, data thinking, not forming a correct recognition of digital transformation; lack the ability to empower teaching with digital technology, lacking the capability to skillfully use big data, virtual simulation, blockchain, etc., in the teaching process, lacking the ability to construct digital teaching scenarios for inquiry-based, personalized, experiential teaching; insufficient data analysis, processing, discernment abilities, lacking the ability to solve practical problems with digital models, digital portraits; insufficient ability for self-improvement empowered by digital technology, lacking the learning and exploration of high-quality open shared digital resources, not fully utilizing adap-

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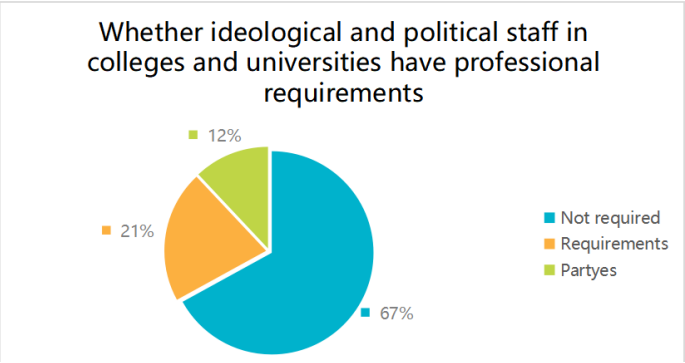
tive learning systems to enhance self-capability. Second, the deficiency of digital literacy among educatees. In the digital age, personalized learning, ubiquitous learning, human-computer collaborative learning, intelligent learning will become the main learning modes, requiring learners to have the ability to harness technology, independently use digital platforms to improve themselves. If ideological guidance educators excessively indulge in technology, trapped in decentralized, sensory-stimulating scenarios constructed by multi-dimensional technological scenarios, it will inevitably continuously weaken the identification with mainstream values, causing confusion and imbalance in self-consciousness, self-value.

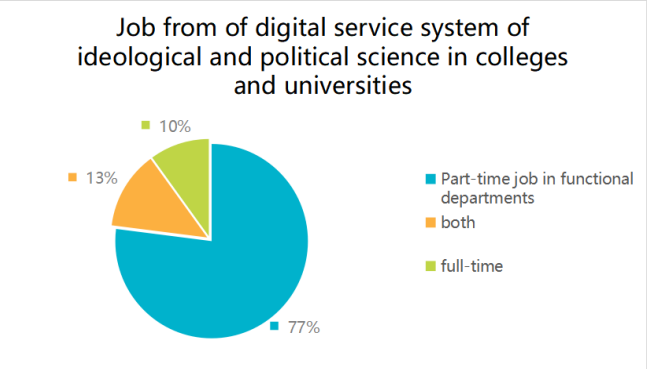
Figure 2: Whether university ideological and political work staff have professional requirements

Figure 3: Forms of positions in the digital service system for ideological and political work in universities

2.5The work mechanism of ideological guidance empowered by digital technology is not perfect

The work mechanism of ideological guidance covers many aspects, not only the evaluation and training mechanisms of the Communist Youth League teacher guidance team but also includes risk warning and feedback mechanisms. The work of ideological guidance for university youth students is a systematic project, but currently, the awareness of working together among various departments is insufficient, the work linkage is not strong, no concerted effort has been formed, making it difficult to adapt to the work needs under new circumstances. Regarding the work evaluation mechanism, universities have quantifiable indicators for classroom teaching, scientific research projects, competition guidance, etc., but the elements of ideological guidance work empowered by digital technology, although set up by many universities, are broadly defined and not specific enough, lacking operability, easily falling into the quagmire of going through the motions.





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The organizational strength, guidance strength, and service strength of grassroots League organizations in university ideological guidance need to be strengthened, the enthusiasm and initiative of League cadres are poor, lacking cooperation among each other, the training mechanism for reserve talents is not sound, leading to a gap in the ideological guidance team, individual fighting, lack of unified thinking, and other phenomena.

The most prominent problem is the lack of scientific early warning standards and indicator systems for preventing emergencies among university students. Most rely on experience and feeling to judge, communication among school departments is not smooth, information sharing is not timely, incomplete, leading to delayed detection and early warning. In the event of emergencies, urgent incidents, there is no sensitive control and emergency capability, leading to the expansion of the event and the aggravation of harm.

3.Research on the Innovative Path of the Communist Youth League's Ideological Guidance for Youth in the New Media Environment

3.1Focusing on character building and education to enrich related educational guidance resources and promote the high-quality development of the ideological and political system in colleges and universities

Regardless of the form of education, ideological guidance always revolves around the practical schema of "for whom people are educated, what kind of people are educated, and how people are educated." It is necessary to adhere to character building and education as the core, and regulate the digital transformation of ideological guidance. Technology should be harnessed by people to showcase the value of technology for educational development, achieving the realization of life realization, the sublimation of emotional values, and the positive shaping of thoughts and behaviors under the assistance of technology. This is the true driving force and practical logic of the digital transformation of ideological guidance. Therefore, ideological guidance empowered by digital technology should clarify the value premise of their embedding and integration, maintaining an appropriate tension between digital technology and ideological guidance, following the value norms that promote the free and comprehensive development of young students, adhere to educational laws, use digital technology for purposes, and continuously promote the co-construction and sharing of high-quality digital resources.

One approach is to support cloud storage, databases, and artificial intelligence technologies, leveraging their large storage capacity, fast computing speed, and precise recommendations to collect, integrate, select, and store the basic theories, routes, and policies of the Party, current affairs interpretation, public opinion guidance, social ethics, and other foundational knowledge, establishing a data resource library integrating courseware, cases, books, Q&A, and online resources. This fully utilizes the advantages of data technology to serve the work of teachers and students' understanding of the Party and national policies, solving their doubts and confusions. Furthermore, it requires regular maintenance and updates to ensure the freshness of theoretical knowledge resources, achieving the sustainable development of teaching resources.

Secondly, efforts should be made in mining moral education resources. Moral education resources have significant value in shaping worldviews, values, spiritual motivation, and firming up ideals and beliefs. Digitized moral education resources can cross the long history, break through spatial and temporal limitations, and enhance the efficacy of ideological guidance. On one hand, digital media technology should be used for reasonable digital creation, presenting moral resources from Chinese excellent traditional culture in video

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form. The summer hit movie "Chang'an Thirty Thousand Li" in 2023 has shown that with the support of digital technology, the development and utilization of moral education resources in Chinese excellent traditional culture have great potential. On the other hand, VR, AR, and 3D technologies should be leveraged to develop and utilize red culture, allowing young students to experience the great choices and psychological worlds of revolutionary martyrs and role models, comprehend the true connotation of patriotism, inspire students' emotional resonance, and maximize the utilization of moral model guidance resources.

Thirdly, a combination of virtual and real methods should be used to expand the field of practical teaching. The innovative development of practical teaching resources carries the heavy responsibility of practical education in ideological and political education in colleges and universities. By guiding educatees to step out of the classroom and into society, achieving the unity of knowledge and action, and transforming what they know and learn into the driving force for societal advancement. For daily public welfare and volunteer activities in colleges and universities, the zero-threshold, strong interactivity, and no spatial and temporal limitations of the Internet should be fully utilized to broaden the scope of activity. For example, rich online forms such as cloud teaching and micro check-ins can be adopted to conduct routine practical activities. In terms of innovative utilization of various practical education bases, digital technology should be used to create smart education bases, building 3D film halls, virtual red museums and exhibition halls, VR and AR interactive experience areas, etc., providing immersed and interactive learning experiences for educatees, revitalizing educational resources. The deep integration of digital technology and practical teaching resources can better connect the "small classroom of ideological and political education" with the "great classroom of society," enhancing the authenticity and impact of ideological and political classes.

Fourthly, the role of new media should be valued to achieve a dialectical unity of form innovation and content innovation. Based on the new characteristics and situations of the stage, innovate the content and means of ideological guidance, transform traditional supply carriers, utilize modern cutting-edge information technology, fully leverage the implicit educational function of new media, create flexible and efficient carriers, strengthen the penetration power of supply content, combine with college students' interests, hobbies, growth laws, and psychological characteristics, educate through entertainment, achieving the goals of ideological and political education.

3.2Leading high-quality ideological and political guidance team construction with digital thinking

The advent of the information age, with data becoming a new production factor and important variable, poses new requirements and propositions for the innovative development of ideological guidance, bringing unprecedented challenges. The construction of the ideological guidance work team should continuously adapt to environmental changes, match the progress of the times, lead with digital thinking, and create a teaching and management team with high data capabilities to undertake the mission and respond to the needs of the times.

3.2.1Focusing on training the digital thinking of the ideological and political work team and enhancing digital capabilities

Digital thinking is a way of thinking that can use digital technology to solve problems, innovate, and communicate. For the new era of ideological and political work, digital thinking is not only a skill but also a necessary literacy. In advancing the digitalization of college ideological guidance, proactive use of Inter-

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net thinking should be made, integrating digital technology into teaching and management work, encouraging ideological guidance workers to use new media platforms to close the distance with students, engage in effective interaction and communication, leverage the vast resources on the Internet, actively learn the basic principles and methods of digital technology, find the integration point between big data and ideological guidance work, clarify the key and difficult points of digital empowerment in teaching and management work, complete their own deep transformation, and improve their data capabilities.

At the same time, colleges and universities should optimize the allocation of educational resources, coordinate funding and resource allocation, fully build learning platforms, strengthen digital skills training through special lectures and hands-on practice, encourage ideological and political workers to go to Internet companies, big data management bureaus, and other enterprises and institutions for temporary positions, participate in the development of related digital projects; conduct special training, help teachers and counselors involved in ideological guidance work familiarize themselves with data collection tools, master data collection processes and cleaning rules, understand storage platforms, know data analysis models and methods, and jointly build a collaborative education system for main channels and main battlefields. It should be noted that digital technology has a clear interdisciplinary nature, covering computer science and technology, applied statistics, management, mathematics, and other related disciplines. Colleges and universities should clarify the skill differences required by different work subjects, conduct precise training in a stratified and classified manner, raise standards for professional talents with a big data learning background to further improve their data collection, analysis, predictive assessment capabilities; for ideological and political class teachers, counselors, administrative personnel with a liberal arts background, more focus should be on training their teaching digitization, management digitization, and service digitization capabilities. Training ideological and political workers in digital thinking and digital capabilities is not an overnight effort, requiring time and resource accumulation and efforts from multiple parties. Therefore, clear goals, appropriate methods, and long-term efforts should be made to ultimately achieve the transformation and upgrading of thinking and the efficient improvement of capabilities.

3.2.2Implementing and testing the digital capabilities of the ideological and political work team in practice

In the era of big data, with the complex and challenging forms and challenges faced by college ideological guidance work due to the massive data and the hidden, instant, and decentralized characteristics of the Internet, a series of practical experiences should be established to evaluate and provide feedback for the work team. Firstly, the digital capabilities standards and requirements that the ideological guidance work team should possess, such as data analysis, data visualization, the use of digital tools, etc., should be clarified, and then courses on data analysis, digital tool usage, etc., should be offered. Through practical case teaching, the team becomes familiar with the use of digital tools and data analysis methods, encouraging the ideological and political work team to apply them in actual work. For example, to understand the political participation of students within the school to conduct more effective ideological and political education work for young students, the relevant techniques of data analysis should be fully utilized. The first step is to collect data related to students' political participation within the school, such as voter registration data, political discussions on social media, etc., then clean duplicate records, process missing data, such as age, gender, etc. The second step is to conduct descriptive analysis of the data to understand the basic situation of students' political participation, such as participation rates, types of activities participated in, participation times, etc., and then continue to conduct exploratory analysis to find out the factors affecting students' political participation, such as economic status, family factors, academic background, etc. The third step is to create charts, such as time series charts of political participation rates of students within the school, com-

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parison charts of political participation situations of different socioeconomic groups, etc. Finally, based on the analysis results, write a report proposing strategies to improve the political participation of the analyzed group, such as strengthening political education, providing more opportunities for political participation activities, etc.

3.3Consolidating the "main battlefield" of ideological guidance and improving the ideological guidance mechanism

Colleges and universities are the "main battlefield" for educating people and play an irreplaceable role in training well-rounded socialist successors. Colleges and universities should highly value the role of digital technology in daily ideological guidance services and management work, strive to develop a one-stop service platform, and improve the network public opinion collection, analysis, and early warning system. Scientifically analyze young students' ideological dynamics, achieving a deep complementarity between virtual and real realms, and precise coordination between the "main channel" and the "main battlefield."

3.3.1Developing a one-stop service management platform to improve the quality and efficiency of ideological guidance work

In the era of big data, colleges and universities need to strengthen top-level design and internet infrastructure construction, focusing on building a digital service management system integrating academic management, financial management, employment counseling, psychological services, financial aid services, feedback systems, and campus communication forums. This achieves a full-chain penetration of digitalization in the spatiotemporal realm, maximizing work efficiency. At the same time, on the basis of ensuring national secrets, commercial secrets, and personal privacy, a comprehensive collection, summary, and analysis of students' basic and hidden data on a one-stop platform, such as academic performance, consumption levels, behavioral trajectories, online remarks, etc., should be unified. Using generalized linear models, decision trees, random forests, and other machine learning algorithms and deep learning algorithms to deeply mine data value, analyze the behavioral characteristics, interests, hobbies, value orientations, personal needs of related groups, and then provide precise, differentiated service content for students, promoting the precise connection between in-class and out-of-class realms, achieving the synergistic force of the "main channel" and the "main battlefield."

On the other hand, colleges and universities should deeply understand students' needs, grasp the characteristics, user numbers, immersion times of different media platforms, and tailor platforms according to the time, place, and school, building a full-platform, integrated new media matrix. Fully leverage the swift dissemination, strong penetration, and broad impact of new media, finely process and segment the ideological guidance work content, making college students achieve political direction recognition and firming up ideals and beliefs in leisure and entertainment, achieving the effect of "nourishing silently."

3.3.2Perfecting network public opinion collection, analysis, and early warning systems, scientifically analyzing students' ideological dynamics

With the development of mobile clients such as Weibo, WeChat, Xiaohongshu, Douyin, and Kuaishou, the speed of public opinion dissemination has significantly increased. Everyone can become a self-media, and college students' thinking and behavior are deeply influenced by the Internet public opinion field. Early warning and real-time monitoring of public opinion can provide important support for effectively prevent-

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ing and resolving public opinion crises. Therefore, using big data, artificial intelligence, cloud computing, deep learning, and other technologies to establish a big data prediction model and mechanism that integrates data collection, cleaning, storage, analysis, and feedback is the core of constructing a scientific public opinion research system and a necessary requirement for preventing and resolving public opinion crises among college students.

One approach is to establish a network public opinion big data platform, opening data interfaces between "government - enterprise - colleges and universities" under the premise of ensuring national secrets, commercial secrets, and personal privacy, granting different subjects different levels of data reading permissions. Through web crawlers and other technologies, actively collect data related to college students, establish systems such as public opinion analysis systems, information collection systems, etc., for real-time monitoring of network public opinion, and use data technology to classify and organize information collected in sudden and public events. Tracking and paying attention, grasping the development status of public opinion events in real-time.

Secondly, relying on big data analysis methods, filter spam information, select appropriate portrait database systems to match advanced algorithms for personal and group portrait analysis of students' remarks and behavior data, providing an important basis for public opinion guidance and crisis management.

Thirdly, use data models to predict the network trend of public opinion events, preparing for early warnings of network public opinion. All related subjects should leverage the online and instant intervention advantages of big data technology, grasp college students' ideological dynamics, capture students' ideological dynamics in the whirlpool of public opinion fields with keenness and comprehensiveness, discern trends, analyze various sudden events, achieve real-time monitoring, and real-time intervention to the maximum extent, retaining the first processing right of network public opinion. Additionally, various departments should communicate and share information in a timely manner when network public opinion occurs, smoothing communication channels, perfecting information transmission mechanisms, collaborating and sharing information, revising and adjusting crisis warning plans, and maximizing the containment of all crisis traps in the cradle.

3.3.3Perfecting the talent cultivation mechanism for the ideological guidance team

Establish a propaganda and reward mechanism for the ideological guidance work. The establishment of this system can motivate the existing work team to improve their professional level and encourage more teachers to pay attention to and participate in ideological guidance work, actively making suggestions and proposals. For example, regularly commend individuals and collectives who have shown significant performance in ideological guidance work, establishing and promoting model figures, giving the work group a sense of belonging.

Establish an academic construction and research mechanism, and a training mechanism for ideological guidance work. Provide a good academic home and research base for teachers participating in ideological guidance work, offering them a good learning environment and a platform for mutual exchange. Regularly train staff, instill the concept of lifelong learning, and demand continuous improvement.

Establish an entry and exit mechanism for ideological guidance work. Establish a job entry mechanism, strictly control talent quality, introduce personnel with high academic qualifications, strong learning ability,

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excellent ideological style, and good political literacy to fundamentally enrich the talent pool for ideological guidance work. Perfect performance assessment, improve the evaluation system. Continuously optimize the assessment framework for ideological guidance work, forming a standardized, scientific, effective, operational, fair, and just competition model and evaluation system. Implement a target responsibility system, quantifying the work requirements of different positions. During the assessment process, comprehensively evaluate the team building, new media matrix operation, research achievements, employment issues, award status, etc., of ideological guidance work, identifying differences and problems through annual evaluations, better clarifying the direction of development. Implement reward and punishment schemes, optimize restraint and incentive mechanisms, give priority consideration to outstanding workers in job promotion, professional title evaluation, and other areas in the field of ideological guidance work.

Establish an exit mechanism for talent, which must have a punishment mechanism for training and assessment. For a long time, teachers' positions in colleges and universities have been relatively fixed after being appointed to a certain position, making it difficult to select the best, failing to meet the requirements for precise selection. A mechanism that wants to develop sustainably must have a good metabolism function, maintaining a dynamic balance. Appropriate talent mobility is conducive to producing work results. Avoid professional burnout, colleges and universities should set positions according to needs, recruit openly, compete equally, select and appoint the best, strictly assess, sign contracts for management. For staff unsuitable for ideological guidance work, timely elimination should be carried out to maintain the vitality and dynamism of the work team.

4.Using digital technology to improve the quality evaluation system for ideological guidance

Quality evaluation is an important link in the process of ideological guidance and a key guarantee for the effective implementation of the fundamental task of moral education. The comprehensive collection, analysis, and organization of data provide a new perspective and means for us to conduct quality evaluation, which is of great significance to improve the evaluation indicator system and standards of ideological guidance, innovate quality evaluation methods, and achieve the intelligent evaluation of ideological and political education.

4.1Using digital technology to improve the evaluation indicator system

Digital technology can grasp the potential relationships between scattered information and reveal them. Through the selection and interpretation of massive information, various connections are discovered, allowing college ideological and political education to absorb a variety of information, enriching the indicators of ideological and political education quality evaluation. On one hand, digital technology should integrate multidimensional evaluation standards to establish an overall, dynamic, scientific, objective, and multidimensional evaluation indicator system. On the other hand, digital technology should enhance the openness and sustainability of the indicator system. Using new digital methods, the existing ideological and political education quality evaluation system should be modeled, further observing the characteristics of the guidance objects and the educational effects in the ideological guidance environment, exploring specific indicators and factors affecting the quality of ideological and political education, further strengthening the quality of ideological and political education and improving the ideological and political education quality evaluation system.

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4.2Using digital technology to improve quality evaluation methods, closely integrating qualitative and quantitative evaluation

Qualitative evaluation and quantitative evaluation are the basic methods of quality evaluation. Quantitative evaluation presents the results in the form of data, which is intuitive and comparable; qualitative evaluation focuses on qualitative analysis, and ultimately relies on the knowledge, experience and judgment of the evaluator to draw conclusions. Only through the synergy of quantitative assessment and qualitative analysis can the effectiveness of the quality evaluation of ideological and political education in colleges and universities be effectively improved.

First, the collection and storage of information and data in the process of ideological and political education should be promoted by effectively combining big data thinking and big data technology. Digital technology can effectively make up for the shortcomings of the traditional quantitative evaluation of the quality of ideological and political education, such as single-sidedness and difficulty in preservation and transmission, and lay a sufficient and comprehensive data foundation for the quantitative evaluation. For example, we can collect and record learning behavior data in the classroom, and outside the classroom, on the basis of privacy and security, we can collect and record students' behavioral trajectories, comments and speeches, etc., and do a good job of storing the data, so as to provide more detailed, scientific and objective bases for a better qualitative analysis and accurately grasp the learning status and progress of students.

Second, we will utilize artificial intelligence and data analysis technology to improve the efficiency and objectivity of qualitative evaluation. Thought leadership is ultimately a human endeavor, and the conclusions drawn in the process of qualitative evaluation are inevitably constrained by various factors such as people's thoughts and emotions. With the accumulation of sufficient data resources, AI can fully learn advanced algorithms, form advanced models for qualitative analysis, formulate sample frames and select effective samples, accurately portray the educational target, objectively analyze them, and improve the efficiency of qualitative evaluation. It can then formulate sample frames and select effective samples to accurately profile and objectively analyze educational objects, thus increasing the efficiency of qualitative evaluation and the objectivity and accuracy of qualitative conclusions.

Thirdly, with the addition of data technology, the synergy between qualitative and quantitative evaluation is realized. To realize the scientific, standardized and precise quality evaluation, it is necessary to have a holistic concept and To realize scientific, standardized and precise quality evaluation, it is necessary to have a holistic view, apply systematic thinking, and give full play to each other's strengths as well as complement each other's strengths in the process of actual application to realize the precise cooperation between the two. The key point is to form a set of research toolkits combining qualitative and quantitative tools based on the visualization, operability, popularization and extension of quality evaluation, and to facilitate the collection of data, clear analysis, accurate tracking and clear description of relevant laws and trends with the help of information technology and networked technical means.

4.3Using digital technology to innovate quality evaluation methods, achieving intelligent quality evaluation

The intelligent evaluation of ideological and political education quality refers to the scientific, accurate, and efficient evaluation of ideological guidance quality using modern information technology means, especially artificial intelligence technology, comprehensively understanding students' social practice ability, research and speculation ability, innovative consciousness, and other aspects of development, making guid-

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ance more targeted for educational objects for teaching and guidance. Achieving intelligent evaluation of ideological guidance quality is mainly accomplished in the following aspects.

One approach is to combine artificial intelligence technology with quality evaluation work. Through artificial intelligence technology, related questionnaires can be designed and analyzed. Based on the answers of the guidance objects, their ideological and political concepts and attitudes can be automatically analyzed, realizing large-scale and rapid data collection and analysis, presenting the most intuitive evaluation conclusions and effects. Utilizing natural language processing technology to evaluate students' reports and public remarks in the online virtual world, assessing their ideological and political concepts and attitudes to understand students' ideological status more deeply; using artificial intelligence technology to analyze students' interests and needs, developing intelligent tutoring systems, providing personalized learning plans and counseling suggestions based on students' learning situations and needs, recommending suitable ideological guidance resources and activities for them, achieving more personalized and effective education.

Secondly, fully utilizing VR, AR, and other virtual reality technologies to provide students with more vivid and intuitive ideological guidance experiences. For example, by simulating different social scenarios, students can experience and learn in a virtual environment. Additionally, employing intelligent emotional analysis technology to analyze students' text, voice, or facial expressions, understanding students' emotional states, perceiving students' true ideological states, thereby more accurately evaluating their ideological guidance effects.

Thirdly, using data analysis tools to conduct in-depth analysis of students' learning behaviors, test scores, etc., presenting results visually, helping educators more clearly understand students' learning statuses; using knowledge graphs and semantic analysis technologies to analyze students' knowledge structures and depth of understanding, more precisely evaluating their ideological and political education levels.

5.Building a digital campus brand culture to support campus spiritual and cultural construction

By empowering new media platforms with digital technology to create brand cultures and role models such as "Famous Teachers' Micro Classrooms," "College Students' Network Culture Festival," "Campus Internet Celebrities," continuously enhancing precise content supply, guiding teachers and students to actively create network culture products that are correct in orientation, rich in content, diverse in form, and enhance recognition.

5.1Famous Teachers' Micro Classrooms: Constructing a Platform for Positive Energy and Main Melody in Ideological and Political Education

To solve problems such as fragmentation and lack of systematicity in carrying out ideological guidance work, colleges and universities can actively explore the educational brand culture of "Famous Teachers' Micro Classrooms" to improve the effectiveness of new media ideological and political education. Guided by the promotion of the main melody and positive energy, with all students as the educational main body, relying on the "four-in-one" new media educational matrix, deeply mining humanistic ideological education, ideal and belief education, patriotism education, love for the school and pride education, gratitude education, etc., setting up main melody columns corresponding to major national events, innovatively constructing educational content for the micro-classroom education based on the campus network ideological

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and political education matrix, forming a systematic brand culture, forming a collaborative force of famous teacher ideological and political education, achieving the sustainable development of new media ideological guidance.

5.2College Students' Network Culture Festival: Creating a Network Culture Atmosphere, Inspiring Teachers and Students' Original Motivation

The College Students' Network Culture Festival guides and supports teachers and students in creating excellent network culture works. At the same time, exploring the implementation of original network culture work project cultivation system, collecting original network culture creativity from the whole school for selection and cultivation, inspiring teachers and students' creative motivation, encouraging the creation of network excellent works with backbone, morality, warmth, and artistic quality. Focusing on content output, selecting excellent works to expand influence and appeal, emphasizing works' ideological, educational, service, and artistic aspects, using high-quality network culture works to promote socialist core values, spread positive energy, creating a good campus network spiritual and cultural position.

5.3Building Campus Internet Celebrities, Leveraging the Positive Effect of Peer Influence

Among the youth student groups, there are some "opinion leaders" representing the interests and opinions of the student group, the network big Vs in the hearts of young students. They are ideologically active, innovative in viewpoints, quick in response, and possess a sense of identification and appeal among peers. They have their own traffic and are the eye-catching group in the school circle, playing a significant role in demonstrating and leading the youth student group. There are also a group of self-media operated by young students with richer content and quicker response to hot issues, possessing numerous high-stickiness fans. As long as the "opinion leaders" and "campus internet celebrities" are cultivated and utilized well, aggregating the power of student self-media, positively guiding and standardizing their speech and behavior, enhancing the provision and interaction of positive information, maximizing the positive impact of peer effects, a better guiding effect can be achieved.

6.Future Outlook

According to this study, the Communist Youth League plays an important role in guiding the ideology of youth in the new media environment. However, in the face of various new challenges and problems, the Communist Youth League still needs to explore more innovative development paths.

Firstly, the Communist Youth League needs to innovate organizational forms and work methods better. With the development of new media and digital technology, information dissemination is fast, voluminous, diverse, and more specialized in digital technology, posing higher demands on the work of the Communist Youth League. The League should innovate work methods using new media tools and digital technology, creating more intuitive and accurate communication platforms, further enhancing young people's awareness and acceptance of the League's guidance work.

Secondly, the League needs to delve deeper into the needs and interests of the youth group, guiding them to actively participate in social construction and development while meeting their needs. More attention should be paid to the diversified needs of youth, strengthening help and guidance for youth in the work-

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place, personal development planning, etc. Also, leveraging the advantages of new media and digital technology, targeted service projects should be launched to improve the effectiveness of guidance.

Lastly, in the era of new media, the youth group's grasp and understanding of information have become more urgent and important. The Communist Youth League should guide youth to correctly view, understand, and use new media by establishing a correct youth view and strict management measures, thereby better leveraging the value of new media.

In summary, in the new media environment, the role of the Communist Youth League in guiding the ideology of youth is of great significance. In the future, the League should further explore more innovative and effective development paths to better serve the growth and development of the youth group.

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