Research on the Deep Impact of Artificial Intelligence on Ideological and Political Education in Universities

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ABSTRACT
AI (Artificial intelligence) technology has a far-reaching impact on IPECU (Ideological and political education in colleges and universities). The purpose of this article is to deeply analyze the influence of AI on IPECU, and to explore effective coping strategies. Through theoretical analysis, this article expounds the related concepts of AI and IPECU, and discusses in detail the positive influence of AI on resource expansion and teaching innovation, as well as the negative influence on concept impact and ethics. It is found that AI not only brings rich resources and innovative opportunities to IPECU, but also causes a series of problems to be solved urgently. Based on this, it is proposed to change the concept of education, improve the ability of educational subjects and improve the educational mechanism, so as to better meet the needs of the times and cultivate high-quality talents with correct values.

Keywords: *Artificial intelligence, Ideological and political education, Positive influence, Negative influence, Coping strategy.*

1. INTRODUCTION

Since its birth, AI has developed at an alarming rate and continuously penetrated into all fields of social life, from intelligent navigation in traffic, to auxiliary diagnosis in the medical field, to risk prediction in the financial industry, and its influence is everywhere [1]. The field of education has not remained aloof, and AI is quietly rewriting the educational ecology of colleges and universities, especially having a far-reaching and extremely complicated impact on IPECU [2]. IPECU undertakes the important mission of shaping students' correct world outlook, outlook on life and values, and plays a key role in the process of cultivating all-round high-quality talents [3]. Under the traditional mode of IPECU, educators convey ideas and guide students to think through classroom lectures and special discussions. However, the traditional model has gradually exposed some limitations, such as the relative lag of teaching content and the singleness of teaching methods [4]. At this time, the emergence of AI has brought new opportunities and challenges to IPECU.

On the positive side, AI can provide massive and rich teaching resources for IPECU with its powerful data processing ability and intelligent interactive function [5]. These resources cover current events and academic research achievements around the world, which greatly expand the breadth and depth of educational content [6]. The personalized teaching mode realized by AI technology can tailor the teaching scheme for students according to their study habits, knowledge mastery and other factors, thus significantly improving the pertinence and effectiveness of education.

However, it cannot be ignored that AI has also brought a series of negative effects to IPECU. On the one hand, the concept of technical rationality contained in AI has, to a certain extent, impacted the humanistic values upheld by traditional IPE ((Ideological and political education), making some students easily fall into value confusion when facing massive information [7]. On the other hand, the ethical problems caused by the application of AI technology, such as algorithm discrimination and data privacy disclosure, have also raised new

issues for IPECU. In the intelligent education environment, the main position of educators is at risk of being weakened, and the emotional communication and ideological collision between teachers and students may be weakened, which will further affect the actual effect of IPE.

In view of this, it is of great practical significance to study the deep influence of AI on IPECU and explore effective coping strategies. This not only helps to promote the innovative development of IPECU, so that it can better meet the needs of the development of the times, but also has inestimable value for cultivating college students with a high sense of social responsibility, innovative spirit and good moral quality. This study aims to comprehensively analyze the changes and challenges caused by AI in the field of IPECU, and provide support and guidance for the optimization and upgrading of IPECU.

2. AI AND IPECU

As a branch of computer science, AI aims to simulate, extend and expand human intelligence. From a simple rule system in the early days, it has gradually evolved into a huge system covering complex technologies such as machine learning and deep learning, which is characterized by strong data analysis, autonomous learning and intelligent interaction.

IPECU is an educational practice aimed at improving students' ideological and moral quality and shaping correct three views. Its connotation is rich, including not only Marxist theoretical education, but also morality, rule of law and other aspects [8]. IPECU is of great significance to students' personal growth, which helps to guide students to establish lofty ideals and enhance their sense of social responsibility. It is also an important guarantee for maintaining social stability and promoting social development, and training high-quality talents with both ability and political integrity for the country.

The integration of AI and IPECU is possible and necessary. On the one hand, the characteristics of AI technology meet the needs of IPE, such as personalized teaching needs. On the other hand, the development of the times urges IPE to keep pace with the times. With the help of AI technology, the limitations of traditional education can be broken, the educational effect can be improved, and the two can achieve coordinated development.

3. POSITIVE INFLUENCE OF AI ON IPECU

With its powerful data mining and integration capabilities, AI has brought unprecedented resource expansion to IPECU. Under the traditional education mode, teaching resources are often limited to textbooks, limited academic literature and a small amount of news materials. AI can screen out the contents closely related to IPE from the massive network information in real time, covering current affairs hotspots and development trends in various fields [9]. Taking major events around the world as an example, AI can quickly collect reports and analysis from different positions and angles, so that students can fully understand the overall situation of events and cultivate critical thinking.

AI has led the innovation and reform of teaching methods and modes of IPECU. Traditional ideological and political classes are mostly "one-to-many" unified teaching, which is difficult to take into account the individual differences of students. Nowadays, with the help of AI technology, a personalized learning model can be constructed based on multi-dimensional data such as students' learning habits, knowledge mastery and interest preferences. Table 1 shows the differences of the recommended contents of different types of students, which fully reflects the pertinence of this personalized teaching.

Table 1. AI-Based Personalized Learning Content Recommendations

Student Type	Interest Preferences	Knowledge Weaknesses	Recommended Resource Types	Specific Recommendations	Learning Activity Suggestions
Theoretical Thinker	Philosophical theories	In-depth understanding of Marxist philosophy principles	Academic monographs, seminar videos	Monographs on interpreting "Das Kapital"; seminar videos on "Frontier Issues in Marxist Philosophy"	Form philosophy study groups for regular exchanges
Current	Social hot	Policy	Authoritative	In-depth policy reports from central	Participate in current

Student Type	Interest Preferences	Knowledge Weaknesses	Recommended Resource Types	Specific Recommendations	Learning Activity Suggestions
Affairs Follower	topics	interpretation and analysis	reports, expert lectures	media; expert lectures on policy interpretation	affairs commentary and write opinion articles
Practical Applicator	Social practice	Guidance on moral practice	Case collections, practical templates	"Excellent Cases of Volunteer Services"; planning templates for community public welfare activities	Engage in community services and summarize experiences

AI helps to significantly improve the effectiveness of IPECU. Through virtual reality and other technologies, the abstract ideological and political theory can be transformed into vivid and intuitive scenes, allowing students to experience historical events and social phenomena and deepen their understanding of knowledge. Intelligent interactive tools can answer students' questions in time, provide immediate feedback, strengthen learning effect, help students better internalize ideological and political knowledge into their own literacy, and effectively improve the effectiveness of education.

4. NEGATIVE INFLUENCE OF AI ON IPECU

The concept of technical rationality represented by AI has a strong impact on the traditional IPE concept in colleges and universities. In the AI era, the concepts of technology first and efficiency first are gradually infiltrating, and some students tend to limit their thinking to the technical level and ignore the pursuit of humanistic values. This concept change makes it necessary for IPECU to re-examine the educational objectives and value orientation in order to meet the challenges brought by technical rationality.

Many ethical problems arising from the application of AI seriously interfere with the shaping of correct values of college students. Data privacy violations, algorithm bias and other phenomena occur frequently. Taking data privacy as an example, when students use all kinds of intelligent education platforms, their personal information is at risk of being leaked, which may lead to students' confusion about values such as trust and security. However, algorithm bias will make the information received by students deviate, strengthen some one-sided views and affect their objective cognition and fair judgment. Table 2 shows in detail the specific interference of different ethical issues on students' values.

Table 2. Impact of AI Ethical and Moral Issues on Students' Values

Ethical Issue	Specific Manifestations	Impact on Individual Values	Impact on Group Values	Long-term Impact
Data Privacy Violation	Smart software unauthorizedly collects student information and may resell it	Heightened privacy sensitivity, reduced trust in technology	Sparks heated privacy discussions, disrupts social interactions	Leads to conservatism towards new technologies, hinders innovation
Algorithmic Bias	Ideological and political content recommendations favor specific viewpoints	One-sided cognition, difficulty in cultivating inclusiveness	Group viewpoints become polarized, communication decreases	Weakens ability to accept diversity, undermines harmony
False Information Dissemination	AI-generated false ideological and political information makes it difficult for students to distinguish	Shakes trust in information, doubts authority	Rumors spread easily, undermines trust atmosphere	Reduces information judgment ability, makes it difficult to uphold truth and integrity

After AI intervenes in IPECU, the dominant position of education faces the risk of weakening, and the educational interaction between teachers and students is affected. Although intelligent teaching system can provide knowledge explanation and guidance, it cannot completely replace the face-to-face emotional communication and ideological guidance between teachers and students. The leading role of teachers in the education process is partially weakened, and students may rely too much on smart devices and reduce their active communication with teachers. This change leads to the decrease of deep interaction between teachers and students and the weakening of emotional ties, which further affects the actual effect of IPE, because IPE is not only the imparting of knowledge, but also the guidance of

values through emotional resonance and ideological collision.

5. STRATEGIES OF IPECU TO COPE WITH THE INFLUENCE OF AI

Ideological and political educators in colleges and universities should take the lead in changing their educational concepts and fully realize that AI is not a substitute for traditional education, but a powerful tool to help the development of education. We should establish the concept of integration and innovation and actively combine AI technology with the concept of IPE. Teachers should strengthen the student-centered educational concept, accurately grasp students' ideological trends and learning needs with the help of AI, and change from traditional knowledge indoctrination to guiding students' independent thinking and value exploration, so as to cultivate students' critical thinking and value judgment ability in the AI environment. As the leader of IPECU, teachers must improve their ability to use AI technology. Colleges and universities should organize relevant training and further education activities to help teachers master the use of intelligent teaching tools, so that they can design attractive and effective intelligent teaching programs according to teaching objectives and students' characteristics.

As the main body of education, students need to have good information literacy to adapt to the ideological and political study in the AI era. Colleges and universities should set up special information literacy courses to teach students how to screen, analyze and use information and improve their ability to distinguish the authenticity and value of information. Teachers need to guide students to correctly use AI tools to assist ideological and political learning, avoid excessive dependence, and cultivate the habit of independent learning and independent thinking.

Colleges and universities need to establish a sound education mechanism to ensure the rational application of AI in IPE. On the one hand, formulate strict AI application specifications, clarify the boundaries of technology use, and prevent technology abuse from having a negative impact on students. On the other hand, it is necessary to build an evaluation mechanism for the effect of AI-assisted IPE, regularly evaluate the teaching process and results, timely adjust the teaching strategies and technology application methods according to the evaluation results, continuously optimize the integration effect of AI and IPE, and effectively improve the quality and level of IPECU.

6. CONCLUSION

AI has brought many positive changes to IPECU. This article comprehensively discusses the deep influence of AI on IPECU, and puts forward corresponding countermeasures. AI has greatly expanded educational resources, broken through the limitations of traditional teaching materials, and made the teaching content richer and more diverse. In terms of teaching methods and modes, personalized teaching is realized, and the learning path is customized according to students' characteristics, which significantly improves the pertinence and effectiveness of education. However, it cannot be ignored that AI also brings severe challenges. Its concept of technical rationality has impacted the traditional concept of IPE, making some students confused about their values; Ethical problems interfere with the shaping of students' correct values; the weakening of the dominant position of education affects the educational interaction between teachers and students, and has a certain negative impact on the effect of IPE.

In order to effectively cope with these influences, IPECU should start from many aspects. The change of educational concept is the foundation. We should fully understand the value of AI in education, take students as the center and innovate the educational model. Improving the ability of education subject is the key, teachers should enhance the ability of AI application, and students need to improve their information literacy. Perfecting the education mechanism is the guarantee, standardizing the application of AI and establishing a scientific evaluation system to ensure its rational application. Only through comprehensive measures can IPECU seek advantages and avoid disadvantages in the AI era, give full play to the advantages of AI, overcome its negative effects, promote the continuous development and innovation of IPECU, and better adapt to the needs of the times.

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