

The Realistic Dilemma and Breakthrough Path of Ideological and Political Education in the Age of Digitization

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[**Abstract**] The arrival of the digital era has had a profound impact on ideological and political education, driving the innovation and development of ideological and political education while making it face multiple tests. The development of the times has put forward higher requirements for the content, mode, method and carrier of ideological and political education. In the face of the changes brought by digital technology, ideological and political education, as an educational activity, needs to be docked with the times, relying on technology to optimize the education process, and using the latest digital technology to activate the ideological and political education work, and to achieve the goal of education in the mind and heart.

[**Key words**] digital technology; ideological and political education; ideology

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1 Introduction

With the rapid development of science and technology, all aspects of real life are constantly being reshaped, and the trend of digitization is becoming more and more obvious, becoming an enabler of social development. In the process of promoting the development of society, digitalization has also emerged some new concepts, new technologies and new products, which constantly change the educational environment of ideological and political education. “All technologies are of the nature of Midas touch.” In July 2021, the Central Committee of the Communist Party of China and the State Council issued the *Opinions on Strengthening and Improving Ideological and Political Work in the New Era*, which explicitly put forward the need to promote the in-depth integration of ideological and political work and information technology, so that the Internet, the biggest variable, becomes the biggest increment in the development of the cause. Of course, in the process of technological empowerment, the ascent and the twists and turns go hand in hand, and it is not destined to be a straight road. Therefore, it is of great significance to deeply analyze the dilemmas and challenges facing ideological and political education in the digital era and put forward corresponding solutions to promote the long-term development of ideological and political education.

2 Concepts and technical characteristics of the digital era

2.1 Concepts of the digital era

With the rise of the third scientific and technological revolution, information technology has developed tremendously in a short period of time, and technological achievements continue to emerge. The emergence of the Internet has greatly reduced the distance of the world, and the dissemination of information has broken the time and geographical restrictions. The network serves as a link that connects people's communication between different countries and regions, with thinking and cognition, and learning and working have changed dramatically, and the world is developing more and more towards atomization and individualization. The implant of digital life makes the role of digital far more than a mere tool symbol, and is given a more profound value by human society. Looking at

today's society, driven by the Internet, the iterative updating of digital technologies such as big data, the Internet of Things, cloud computing, artificial intelligence, and the fusion of all kinds of information technology into a single entity have completely ushered in the era of digitalization for mankind. "Cloud computing is the infrastructure, big data is the fuel, and artificial intelligence is the engine, jointly driving the 'Physicalize of the Internet', sending the digital world's Internet technologies and business models back to the physical world, comprehensively changing society." At the same time, the current digital era is more open, emphasizing the integration and development between disciplines and technologies, and reshaping the production and life of human society in an all-round way.

2.2 Technical characteristics of the digital era

The technical characteristics of the digital era are an important basis for analyzing the nature of digital technology and a key to understanding the digital era. Whether optimists believe that digital technology can quickly promote the leap of human civilization, or pessimists believe that digital technology will bring huge social problems, in fact, the essence is closely related to the characteristics of the digital era. The digital era has brought about great changes in society by virtue of its combination of reality and reality, strong interaction and interaction, and immersive experience.

The combined fiction and reality. Grafted with technological means, the combination of reality and reality is becoming the logo of the digital era, the network extends the human senses. For a long time, people's practical exploration of the field is limited to the real world, digital technology to extend the boundaries of the world, to explore a wider range of areas, such as the explosion of the meta-universe is the combination of virtual and real vivid portrayal. In the virtual world, we can create a world similar to the real world but breaking the boundaries of the real world, to meet the human pursuit of the ideal world.

The strong interactive interact. Online communication in the digital era has broken the time and space limitations, and the reduction of communication costs has made the depth and breadth of communication between members of society far exceed any previous ages. VR, MR and other information technologies allow people in the world to communicate and interact at any time and any place, and with the help of technological tools, the communication between the two parties is based on the principle of equality and voluntariness to create a dynamic interaction relationship. In addition, the degree of interaction between people and things, people and commodities in the development of virtual reality technology is also increasing, digital twin technology, the Internet of Things and other technologies are widely used, the virtual space is becoming more and more real, so that the virtual interaction continues to reconfigure people's lives and even ways of thinking.

The immersive experiences. Immersion is a state of psychic arrival of the self. Mihaly Csikszentmihalyi defines immersion as "a key component of pleasure" and "the overall feeling that people believe they are fully engaged", i. e. , the state in which the mind and body ignore irrelevant matters and are fully engaged in something to the point of oblivion. In the age of information technology, technology as the support to create a digital environment, blurring the boundaries between the real scene and the digital scene, so that people seem to be in the real scene, the increase in the sense of presence greatly improves the sense of experience and interest. However, the immersive experience is not completely out of the blue, but is based on real-world events and experiences, enhancing the sense of reality and interactivity, providing participants with a virtual cognitive experience, visualization, and visualization of virtual things.

3 The reality of the dilemma of ideological and political education in the digital era

3.1 Changes in the elements of ideological and political education

The development of science and technology has brought great changes to ideological and political education, and the combination of virtual and real learning environments, intelligent human-computer interaction learning

methods, and diversified learning spaces have promoted the new development of ideological and political education. Compared with the past, for educators, not only people with social attributes can become the subject of education, but AI robots and simulators will also become the subject of education on specific occasions. In the virtual space, the algorithms designed by programmers are also endowed with values, affecting people's ideology in a subtle way, and the objective environment also has the subjectivity of ideological and political education. In the digital era, the subject of education is both virtual and real, and traditional and intelligent coexist, so how to harness the algorithm with correct values, regulate the digital environment, and improve the laws and regulations of the virtual space has become a top priority. On the other hand, the object of education in the era of digitalization has also presented some new features, expanding from the traditional natural person to a wider range of educational objects, such as natural persons, "digital people" and robots. With the help of digital technology, real-life natural people can remake their identities in the network world and realize their wishes and ideas that cannot be realized in the natural world, and the education object is even larger and the psychology of education is even more complex. The ideological and political education of people, the value guidance of intelligent products, and the shaping of the ideology of the virtual environment have all become educational objects. In addition, traditional ideological and political education focuses more on the real world, but the digital era connects the reality and the virtual with each other to form a brand new space, and teachers engaged in teaching ideological and political education at this stage are relatively lacking in relevant knowledge, and are unable to form the synergy of online and offline education. How to improve the overall thinking has also become a challenge for the current ideological and political educators.

3.2 Ideological and cognitive limitations

Digitalization has brought about great social changes, and the massive emergence of scientific and technological achievements has also pushed ideological and political education in the direction of scientific and technological development. However, since the cognition of human thought may not be synchronized with the development of science and technology, it will lead to the failure of ideological and political education to achieve the expected results. For a long time, ideological and political education has been regarded as humanities and social sciences, and the way of thinking cultivation is biased towards liberal arts, and the intersection with science and technology is not obvious, and the storage of science and technology-related knowledge is lacking. In today's technology-driven development, artificial intelligence, the Internet of Things, VR and other technologies are surging, if you can't understand the principles of the operation of digital products, and can't have a basic scientific and technological thinking, you will make ideological and political education more conservative. For ideological and political educators, the concept of solidification is also a noteworthy problem. For example, some ideological and political education subjects are reluctant to accept or even reject new technologies, believing that the use of new technologies will bring privacy leakage, fragmentation, distraction and other problems, accustomed to the traditional way of education, the use of knowledge indoctrination, political propaganda and other ways of education, indifferent to the new pedagogical thinking and the use of digital technology development of the new software for education, do not have the sense of change and innovation, which will affect the scientific work of ideological and political education.

3.3 Limitations on the use of technology

Technology is an important driving force in driving the development of ideological and political education in the digital era. Technology can not only bring about economic development and improvement of living standards, but also bring about a change in attitudes and realize the coordinated development of the material and spiritual. However, in the face of the endless emergence of new technologies, it may also bring about the inaction of ideological and political education. It is true that ideological and political education is more theoretical and political, but in the final analysis, it still belongs to the category of education, and with the help of certain technological tools, it is more conducive to the development of educational activities. However, with the

development of modern information technology clusters such as artificial intelligence, interactive technology, digital twins, big data, etc., too many and too new technologies can lead to difficulties in understanding and using the technology, and it takes a long time to master new terms and new technologies. And the developers of various technologies in the digital era are based on their own needs for research and development, for ideological and political education, how to integrate a series of technologies emerging in the digital era, to achieve the effect of the parts add up to be greater than the whole, also need to be thought about. Many technologies are still in the development stage and have not formed a mature operating system, which affects the experience of people in the process of using for ideological and political education. In addition, the algorithm behind the technology is rooted in social reality and value judgment, “every technical architecture, every line of code, every interface, all represent choices, all imply judgment, all carry value”, algorithmic technology is based on human subjective values derived from data analysis, if the algorithm is not correctly led by the correct values, it will be occupied by the wrong values, “ideology as a basic structure of the historical life of society, it can’t be envisaged that it can be done without the organization of social production and the form of ideology that goes with it”, the development of science and technology has made the struggle for ideology more insidious. With the help of technical analysis can be analyzed and organized ideological data, to derive meaningful information used to guide the work of ideological and political education, but the scientific analysis of the data need to know computer knowledge, algorithmic techniques, computational statistics and other professionals, how to create a composite team of talents is also ideological and political education in the digital era need to make a response.

3.4 Absence of a legal system and moral threats

Law is the criterion for the operation of social norms, while ideological and political education is an educational practice. Laws and systems provide the necessary guarantee for the smooth implementation of educational activities. In the era of digitalization, science and technology are rushing furiously, but the development of relevant laws and regulations has not kept pace with technology. All things can be symbolized in the digital era, and all aspects of people’s production and life have changed dramatically. The combination of virtual and real, strong interaction, immersive experience and other characteristics of the digital era allow human beings to freely shuttle between real and virtual society, and life is more colorful. Compared with real life, the virtual society will not be in the crowd, there is no direct gaze “watch”, so it is more necessary to subject to self-discipline. The existing legal system is difficult to scientific and technological development of some of the new products, new things to discipline, the virtual world of the lack of rules and regulations can easily lead to a variety of chaotic phenomena. The social form of virtual and real coexistence created in the digital era makes the subjected, object and educational environment of ideological and political education work have changed greatly. Issues such as the standardization of data collection, the scope of application of digital technology, how to deal with misleading algorithms and other issues have arisen, and if the original legal provisions are not suitable for the newly emerged things, and new laws and regulations have not yet been established, then there will be a vacuum of supervision. Therefore, the introduction of new laws and regulations is particularly urgent and necessary. In addition, the moral threat brought by the development of science and technology is also worth noting. The empowerment of science and technology is to promote the development of ideological and political education, rather than the subversion and overthrow of ideological and political education; the development of technology is prone to bring about the confusion between instrumental ideals and purposive rationality, but the two are not contradictory relationships in the first place. Being in the virtual space will bring an illusory sense of acquisition and fulfillment, and then think that the omnipotence of technology, the role of science and technology has been infinitely amplified. And the essence of ideological and political education is to promote the development of human potential, value enhancement and human nature, it is concerned with the essence of human nature, human value, the meaning of life, the ideal of

life and other human's essential and ultimate problems, and its core value is the value of humanistic care. The development of science and technology is for the sake of human beings, and we need to prevent the moral and ethical threats brought about by the technological revolution.

4 The breakthrough path of ideological and political education in the digital era

In the face of the changes brought about by the digital era to ideological and political education, if we want technology to be the driving force, we must be open and tolerant, and actively embrace new thinking and new technology. Innovating ideological concepts, strengthening digital concepts and literacy, solving the problem of technology use restrictions, introducing laws and regulations, and paying attention to ethics and morality can be used as entry points, so as to clarify the development path of ideological and political education in the digital era, find inexhaustible impetus for innovation and development, solidify the effectiveness of ideological and political education, and promote the high-quality development of ideological and political education in the digital era, so as to realize the coordinated development of science and technology and human education.

4.1 Change the ideological concept

Ideas are the precursor of action. Objectively speaking, the development of digital technology provides a basis for enhancing the effect of ideological and political education, but whether it can truly achieve technological empowerment, changing the mind is a necessary precondition for the effect. Therefore, it is necessary to innovate the elements that are incompatible between traditional ideological and political education and the digital era, promote the updating of the concept of ideological and political education, and carry the digital concept throughout the entire education process, so as to realize the change in the paradigm of ideological and political education. Strengthen the learning of data principles, data processing, computer technology, artificial intelligence and other knowledge. Combined with digital technology, ideological and political education should be precise in content, dynamic in process, intelligent in form, diversified in means, and open in space, so as to realize the effect of educating people in the whole process. On the other hand, it is also necessary to prevent the problems brought about by the digital itself, the algorithm, while the collection of personal information, also brings about the precise pushing of information to personal preferences. Digital technology in enhancing the efficiency of information use at the same time also brings the increasingly narrow vision, that is, "information cocoon", a long time in a closed information environment, unable to receive diversified information, people's cognition is gradually solidified and even prejudice to certain things, certain ideas. Therefore, with the digital concept, not only to enhance the ability to identify and screen data, but also to enhance the ability to rationally think and judge the data, to avoid the formation of excessive dependence on digital technology. In addition, the combination of virtual and real brought by the development of digital technology, and the free shuttle of online and offline identities also require us to break the original pattern of ideological and political education, i. e. , we need to build a pattern of ideological and political education that combines the state, society, family, and the individual as a whole, and the combination of online and offline, so as to realize a comprehensive education system for the cultivation of human beings.

4.2 Enhance digital literacy

Digital era, digital technology can effectively promote the development of ideological and political education is based on the ideological and political educators have the necessary data technology and related subject knowledge. And ideological and political education belongs to the humanities and social sciences, and data technology does not have a natural coupling relationship. Only by improving the digital technology of ideological and political educators in all aspects can the digital advantage be transformed into an intellectual advantage. In terms of talent cultivation, the relevant institutions should pay attention to the progress of the latest scientific and technological revolution and the results it brings, adjust and improve the courses studied in the discipline according to the actual situation, and improve the talent cultivation program in a timely manner. In addition to the courses related to the discipline of

ideological and political education, they should also offer courses on information technology such as big data, cloud computing, artificial intelligence, etc., comprehensively assess the effectiveness of education, and create a modern team of ideological and political talents who understand theory, know technology, and have a firm stance to meet the needs of society. At the same time, they should also increase the communication and exchange with science and technology workers, reach cooperation with data science and technology companies, and reduce the threshold of technology use by developing educational programs and creating specialized educational platforms, thus resolving the problem of the integration and development of modern technology and ideological and political education. In addition, the digital age generates massive amounts of data information every day, and how to filter, screen, mine, and analyze data has become the key to the effectiveness of ideological and political education. To achieve this, digital technology should be used to collect, analyze, and process information, grasp ideological dynamics from data, insight into people's ideological shifts, and maximize the value of data. And adjust the methods and strategies of ideological and political education in a targeted manner, achieving the educational effect of ideological and political education unconsciously.

4.3 Linkage digital technology

Digital era, a variety of new technologies appear one after another, dazzling, how to form a digital technology synergy, is the digital era of ideological and political education need to consider the problem. Data is the basis for information technology to play a role, to build a data platform, use cloud computing technology to increase the data storage space, break the data barriers, so that the data can realize the free and full flow. With the diversification of media forms in the digital era and the trend toward media convergence, it is also necessary to open up the channels for the integration and development of media resources, build an all-round, multi-level, three-dimensional ideological dissemination path, and enrich the content of education, so as to expand the scope of the dissemination of ideological and political education and enhance the interactivity of the process, which is in line with the requirements of the cultivation of ideological and political education in the digital era. In addition, compared with the traditional society, with the help of network communication, identity anonymous, the digital era is more likely to cause public opinion events. In order to prevent the fermentation of public opinion, it is necessary to pay close attention to the dynamics of online public opinion, establish an emergency mechanism to prevent online public opinion, beware of the lack of online public opinion management, and realize the whole process of guiding and controlling online public opinion. In addition to daily management, it is also necessary to pay attention to the source of public opinion, Trace the source of various public opinions with the help of block chain's information verification mechanism, build a closed-loop public opinion monitoring chain, and nip misinformation in the bud in a timely manner. Those who maliciously spread inaccurate information should be severely punished, so as to form a deterrent effect of the law and a favorable digital ecological environment.

4.4 Regulate the application of digital technology

In modern civilized society, the law is the code of conduct, and the law also provides norms and guarantees for the development of ideological and political education activities. In order to prevent the chaos brought about by technological empowerment, it is necessary to improve the legal system and regulate the scope of the use of digital technology. On the one hand, being in the digital era, issues such as the source of data, the authorization and use of data, rights and responsibilities regarding data, and what role technology plays in the education process need to be clarified by law. Both the scope of data collection related to ideological and political education should be introduced, and the specific details of data opening should be clarified, so that the system can protect the ideological and political education in the digital era. On the other hand, it is necessary to have a sense of prevention, at present, no one can answer what kind of impact digital technology can ultimately bring to human society, therefore, it is necessary to improve the assessment of digital technology. Through reasonable

predetermination of the role played by digital technology, timely detection of the adverse effects that may be brought about by the use of digital technology in the process of ideological and political education and formulation of the plan to deal with them in advance, the aim is to ensure that the use of digital technology is within the legal norms. In addition, in the face of the massive technology of the digital era rely only on human supervision is not inevitable. We should be good at using technology, and we should innovate the regulatory mechanism of deep learning algorithms to realize the technology to counteract the technology. Deep learning algorithms have a preliminary regulatory function, which can help human beings to take on some of the responsibilities of supervision, and we have to use the technology itself to promote the development of technology to the good, and to prevent the negative effects of digital technology on ideological and political education. In addition to improving laws and regulations, the prevention of ethical risks is also very critical. Be wary of technological worship, which puts the value of technology above the value of people. The digital era makes it easy for people to indulge in the unlimited pursuit of technology, we need technology, but technology is for the service of people, technology can only be in an indirectly subordinate position, and cannot put the cart before the horse.

5 Conclusion

The digital era has come quietly, ideological and political education cannot be detached from the background of this era, we should be based on reality, embrace digital technology and seize the opportunity of the times. Although we have encountered some problems in the process of technological empowerment, “problems are the starting point of innovation and the power source of innovation”. Ideological and political education should be problem-oriented, continuously optimized in the process of solving problems, and developed in the direction of precision and intelligence. Starting from the aspects of changing ideological concepts, improving digital literacy, linking digital technology, and standardizing the application of digital technology, we can form a synergistic and integrated development of digital technology and ideological and political education, and enhance the effect of educating people in digital empowerment.

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