

# Paths to Improve College Counselors' Ideological and Political Competence in the Context of Artificial Intelligence

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## Abstract

In the context of artificial intelligence, college counselors can use big data technology to dynamically collect various types of student data, conduct dynamic analysis of students' academic performance, ideological trends and emotional states, and provide support for decision-making in ideological and political education. Meanwhile, counselors can also introduce artificial intelligence technologies into the process of ideological and political education, continuously innovate ideological and political education through intelligent algorithms and generative AI technologies, guide students to establish correct moral and value concepts, and promote their physical and mental health development. However, in practice, there are some problems that affect the innovation effect of ideological and political education and are not conducive to improving counselors' ideological and political competence. Therefore, based on the background of artificial intelligence, this paper will conduct a detailed analysis of the problems faced in the process of improving counselors' ideological and political competence, and finally put forward specific path suggestions, such as strengthening attention, improving educational management, focusing on informatization construction, continuously learning knowledge and technologies, and actively transforming traditional educational concepts. The purpose of this paper is to enhance counselors' ideological and political education competence, give full play to the educational advantages of digital and intelligent technologies, so as to cultivate socialist builders and successors with all-round development of morality, intelligence, physical fitness, aesthetics and labor, and achieve the educational goal of fostering virtue through education.

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## Keywords

Artificial Intelligence Context; College Counselors; Ideological and Political Competence; Fostering Virtue through Education

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**Online publication:** September 26, 2025

## 1. Introduction

Under the background of the educational goal of fostering virtue through education, university education should take cultivating new era talents who can shoulder the responsibility of national rejuvenation as the fundamental task, and continuously enhance students' patriotism, collectivism, legal awareness and innovative spirit. College counselors are a key force in ideological and political education, and their ideological and political competence determines the effect of ideological and political education. At present, traditional ideological and political education work faces some problems, and only by continuously improving their own ideological and political competence can counselors meet the educational requirements of fostering virtue through education. The advent of the artificial intelligence era has brought an opportunity for innovation in counselors' ideological and political work. Counselors can combine big data analysis technology to dynamically collect students' ideological trends, grasp students' emotional and academic problems, so as to take targeted ideological and political education measures and guide students to establish correct ideological and value concepts. Counselors can use artificial intelligence technology to continuously optimize and improve ideological and political education programs to meet students' actual needs and continuously enhance the effect of ideological and political education. Therefore, based on the background of artificial intelligence, counselors should actively explore paths to improve their ideological and political competence to solve the problems of traditional ideological and political education work, so as to meet the educational goal of fostering virtue through education.

## 2. Overview of College Counselors' Ideological and Political Competence

Counselors' ideological and political competence is the key to carrying out ideological and political education work. Political literacy is the cornerstone of counselors' core competence, requiring counselors to distinguish right from wrong, maintain a clear mind on major issues of principle, uphold the main theme and adhere to the principle of Party spirit. Meanwhile, counselors are required to master Marxist theory, analyze problems

from a political standpoint and guide students to establish correct value concepts. In the process of ideological and political education, counselors should also possess educational guidance ability and communication and interaction ability. For example, in the process of educational guidance, counselors can integrate ideological and political education through social practice, themed class meetings and other ways to help students establish lofty ideals. Counselors can become "intimate friends" of students, and gradually form a trusting and equal teacher-student relationship through good communication and interaction, thereby improving the educational effect. Therefore, ideological and political competence is the key for counselors to carry out ideological and political education. Only by continuously improving their own ideological and political competence can counselors better play the role of ideological and political education, so as to help students study and grow better.

## 3. The Value of Improving College Counselors' Ideological and Political Competence in the Context of Artificial Intelligence

The continuous development of the digital and intelligent era has brought opportunities for counselors' ideological and political work. Firstly, in the artificial intelligence era, big data analysis technology has been widely used. As a modern data analysis technology, big data analysis technology helps to provide support for educational decision-making by analyzing massive data and extracting valuable information. Counselors can introduce big data analysis technology into ideological and political education work, effectively integrate data such as students' consumption behavior, social behavior and online learning behavior, construct personalized ideological portraits of students, understand their ideological status and value tendencies, and provide support for decision-making in ideological and political education. Counselors can also build data models through big data analysis technology, dynamically analyze students' ideological states, timely detect their ideological and emotional problems in study and life, so as to take targeted ideological and political education measures based on students' ideological trends, ensure their academic development and mental health and

safety, and further improve the foresight and effectiveness of ideological and political work. Secondly, counselors can carry out ideological and political education relying on artificial intelligence platforms. This technology can formulate targeted education programs according to students' interest characteristics, cognitive styles and ideological development stages to meet the ideological and political education requirements of different students. At the same time, by using artificial intelligence platforms, counselors can understand students' learning situation and ideological state in real time, track and feed back to counselors, so that counselors can adjust and improve ideological and political education programs, form a new model of "precision supply-real-time feedback-optimization and iteration", continuously improve ideological and political education competence, and implement the educational requirement of fostering virtue through education. Finally, through the application of artificial intelligence technology, counselors can build virtual classrooms, intelligent question-answering systems and mobile learning platforms, get rid of the constraints of time and space, guide students to learn anytime and anywhere, and continuously improve their ideological and political learning experience. For example, counselors can introduce virtual reality, augmented reality and other technologies into ideological and political education work, build virtual and vivid learning spaces for students, create immersive practical teaching, enhance the appeal of ideological and political education content, and help achieve the goal of ideological and political education.

## **4. Problems in Improving College Counselors' Ideological and Political Competence in the Context of Artificial Intelligence**

### **4.1. Problems at the University Level**

Although the artificial intelligence era provides paths for improving counselors' ideological and political competence, there are still some problems. From the university's perspective, the main reasons are as follows. Firstly, the level of attention is insufficient. Universities still adhere to traditional educational concepts, lack efforts to promote the innovation of ideological and political education from the perspective of artificial intelligence,

and fail to formulate planning schemes suitable for the artificial intelligence era, making it difficult to provide support for improving counselors' ideological and political competence. Secondly, educational management is lagging behind. The integration of artificial intelligence and ideological and political education requires the establishment of a corresponding educational management model involving assessment, incentive and other mechanisms. If educational management is lagging behind, it will be difficult to form an atmosphere of reward and punishment constraints, which will affect counselors' enthusiasm for active learning and participation in reform. Finally, informatization construction is weak. Artificial intelligence provides support for improving counselors' ideological and political competence. If a university's own informatization construction is weak, with less application of digital technologies and insufficient information security construction, it will also affect the application of artificial intelligence, making it difficult to meet the requirements for improving counselors' ideological and political competence <sup>[1]</sup>.

### **4.2. Problems at the Counselor Level**

Artificial intelligence provides support for improving counselors' ideological and political education competence. However, from the counselors' perspective, there are still some problems in practice. For example, counselors' weak learning awareness leads to their insufficient understanding of artificial intelligence knowledge, making it difficult to form a systematic education system in practical application, resulting in unsatisfactory actual educational effects and failure to meet the educational requirements of fostering virtue through education. Counselors also face problems in educational concepts, making it difficult to highlight students' dominant position in education, which undoubtedly affects the actual educational effect <sup>[2]</sup>.

## **5. Paths to Improve College Counselors' Ideological and Political Competence in the Context of Artificial Intelligence**

### **5.1. Suggestions at the University Level**

#### **5.1.1. Strengthen Attention**

In the context of artificial intelligence, universities should

transform traditional ideological and political education concepts, formulate scientific and reasonable education plans based on the educational goal of fostering virtue through education and the current situation of counselors' ideological and political work, clarify the application points, processes and responsibilities of artificial intelligence technology in counselors' ideological and political work, and continuously enhance the attention to artificial intelligence. Universities should set up a supervision team led by the leadership to specifically supervise the application of big data, artificial intelligence and other technologies in ideological and political education work, timely solve existing problems, and continuously improve counselors' ideological and political competence. Universities should also formulate publicity plans from the perspective of artificial intelligence application, actively publicize the importance of ideological and political work innovation, improve counselors' awareness of the application of artificial intelligence technology, and form a good educational atmosphere.

### **5.1.2. Improve Educational Management**

In the context of artificial intelligence, universities should continuously improve the educational management system according to the application requirements of artificial intelligence in ideological and political education work. On the one hand, starting from the artificial intelligence era, universities should establish assessment indicators for data analysis, intelligent decision-making and other aspects, use assessment methods to feedback problems in counselors' ideological and political education, urge counselors to continuously improve and optimize, and enhance their ability and literacy. On the other hand, based on the goal of intelligent innovation of ideological and political work, universities should design a diversified incentive mechanism integrating material incentives, spiritual incentives and other measures to stimulate counselors' enthusiasm and initiative for innovation, which helps to improve their ideological and political competence and promote the implementation of the education of fostering virtue through education<sup>[3]</sup>.

### **5.1.3. Focus on Informatization Construction**

In the context of artificial intelligence, universities

should focus on informatization construction and continuously improve their informatization capacity. On the one hand, universities should promote their own digital transformation, eliminate outdated facilities and equipment, introduce facilities and equipment with digital capabilities, and build online education management platforms using big data, Internet of Things, artificial intelligence, cloud computing and other technologies to support the development of counselors' ideological and political work. On the other hand, universities should continuously strengthen their information security construction, not only actively introducing technologies such as firewalls and intrusion detection systems, but also strengthening data encryption, authority management, access control and other measures to ensure the security of system platforms.

## **5.2. Suggestions at the Counselor Level**

### **5.2.1. Continuously Learn Knowledge and Technologies**

To meet the requirements of the artificial intelligence era, counselors should continuously learn knowledge and technologies related to the field of artificial intelligence, and continuously improve their ideological and political competence. On the one hand, counselors should strengthen the learning of artificial intelligence knowledge, master knowledge and technologies in deep learning, machine learning, natural language processing and other aspects, and actively explore how to combine their own advantages with artificial intelligence and integrate them into ideological and political education, so as to continuously improve their ideological and political education competence. Counselors should also master the application of artificial intelligence in education, for example, using artificial intelligence products such as intelligent recommendation systems, virtual assistants and big data analysis platforms to serve ideological and political work, promote the innovation of related education, and achieve the educational goal of fostering virtue through education. On the other hand, counselors should continuously improve their data thinking and innovation ability. For example, breaking away from the constraints of traditional educational concepts, conducting data collection and analysis from a data-driven perspective, collecting and summarizing students' online

behavior, interpersonal communication and other aspects, so as to timely detect their ideological and psychological problems. Meanwhile, counselors need to strengthen the research and analysis of intelligent algorithms and generative AI tools, integrate them into ideological and political education work, and improve their ideological and political education competence through innovative methods to meet the educational requirements of fostering virtue through education<sup>[4]</sup>.

### 5.2.2. Actively Transform Traditional Educational Concepts

In the context of the artificial intelligence era, counselors should actively transform traditional educational concepts and build an intelligent ideological and political work system. On the one hand, counselors should flexibly use big data technology to collect and analyze various types of student data, understand their ideological state, learning state, living state, emotional state and other aspects, construct accurate portraits of students, conduct predictions through intelligent algorithms, and provide reference basis for personalized education decision-making. On the other hand, counselors should combine artificial intelligence technology to promote the innovation of educational methods. For example, counselors can carry out ideological and political education through online platforms, use artificial intelligence technology to dynamically analyze students' learning data, and once problems are found in students' learning, give targeted guidance, so as to improve their learning effect, guide them to establish correct value concepts, and implement the educational goal of fostering virtue through education.

## 6. Conclusion

In summary, under the background of the education of fostering virtue through education, new requirements have been put forward for counselors' ideological and political education competence. Counselors can integrate artificial intelligence, big data and other technologies into ideological and political education work, continuously improve their educational competence, and promote the physical and mental health development of students. Therefore, based on the background of artificial intelligence, this paper analyzes the suggestions for improving counselors' ideological and political competence, such as universities should transform traditional ideological and political education concepts, formulate scientific and reasonable education plans based on the education of fostering virtue through education and the current situation of counselors' ideological and political work; universities should focus on informatization construction and continuously improve their informatization capacity; counselors should continuously learn knowledge and technologies related to the field of artificial intelligence; counselors should actively transform traditional educational concepts and build an intelligent ideological and political work system. It is hoped that the above discussion and analysis can provide reference for improving counselors' ideological and political competence, guide students to establish correct ideological and value concepts, and implement the educational requirements of fostering virtue through education.

### Disclosure statement

The author declares no conflict of interest.

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