

Research on the Impact of AIGC Short Video Creation on Ideological and Political Work in Colleges and Universities under the Background of Artificial Intelligence Technology

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Abstract

Driven by artificial intelligence technology, AIGC short videos are deeply integrated into the lives of college students with low threshold and high efficiency, which has a dual impact on the ideological and political work of colleges and universities. It not only enriches the presentation form of ideological and political content, improves communication efficiency, and innovates immersive education models, but also brings challenges such as information fragmentation, value orientation deviation, and entertainment impact. Based on this, this paper combines multidisciplinary theory and proposes a new model of “six micro and six degrees” ideological and political education, which systematically lays out from five dimensions: team, technology, content, evaluation and incentives, and resource guarantee. The research aims to clarify the internal mechanism of AIGC and ideological and political education, and provide feasible paths and theoretical references for colleges and universities to grasp technological dividends, avoid risks, and realize soul casting and educating people.

Keywords

Ideological and political of college students; Artificial intelligence; Short video

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1. Introduction

In recent years, with the rapid rise and popularization of short video platforms such as Douyin and Kuaishou, more and more people have set foot in this field, short videos have quickly penetrated into the life and learning of college students with their short and concise and rich and diverse content, and are deeply loved by college students. However, with the continuous iterative upgrading of

artificial intelligence technology, the original short video era of “user independent shooting and manual editing” has undergone obvious technical changes, and AIGC technology has moved short videos from “personalized creation” to the era of “batch generation” through its characteristics of “low threshold creation and efficient output”, and has had a profound impact on college students’ cognitive ability, value orientation, worldview,

outlook on life, and values.

The report of the 20th National Congress of the Communist Party of China clearly stated that “in-depth implementation of the strategy of rejuvenating the country through science and education, and cultivating a large number of high-quality talents with both ability and integrity”, and ideological and political work is the core starting point for implementing the fundamental task of “cultivating people with morality”. In this context, AIGC short videos not only provide a new scene for ideological and political work, but also transform abstract ideological and political theories into concrete audio-visual content through AI-generated red story short films and theoretical interpretation videos.

However, it also brings new challenges to the ideological and political education of college students. For instance, some AIGC short videos have problems such as historical nihilism tendencies and distorted values, which can easily mislead college students’ cognition. As the main ideological and political education position for college students, how to grasp the technological dividends of AIGC and avoid its negative risks has become an urgent proposition of the times for the ideological and political work of colleges and universities.

This paper focuses on the new characteristics and new requirements faced by ideological and political education in the new era, takes Marxist theory, the theoretical education thought of the Communist Party of China, especially President Xi’s Thought on Socialism with Chinese Characteristics for a New Era as the important theoretical basis, combined with communication, sociology, psychology, ethics and other theories, sorts out the ideological and political education elements and logical mechanisms contained in the practical experience of AIGC short videos on college students, and further improves the theoretical research on the integration of AIGC short videos and ideological and political education.

By clarifying the internal mechanism connection between AIGC short videos and ideological and political education, this paper guides young people to establish correct values, accept ideological baptism, and become practitioners of high-quality innovative talents. By exploring the new model of “six micro and six degrees of ideological and political education”, it provides an

operable ideological and political education solution in the context of AIGC short videos in colleges and universities. At the same time, promote the integration of ideological and political education with new media ideological education, explore and summarize new ideological and political education models and paths, such as “immersive” and “experiential” in the process of AIGC creating short video education, and bring new enlightenment and reference to ideological and political education in colleges and universities.

2. Literature review

2.1. Current status of domestic research

In recent years, with the development of artificial intelligence, especially the application of AIGC creation technology, more and more people have paid attention to this topic, but there are few artificial intelligence AIGC short video studies combined with the elements of ideological and political education in colleges and universities.

Scholar Ma Jie believes that the rapid arrival of the short video era has brought new challenges to college students’ ideological and political education, and put forward new requirements for students’ ability to learn deeply and think independently ^[1]. Zhang and Zhan pointed out that online ideological and political education is another derivative of ideological and political education, and we must make good use of the “double-edged sword” of online ideological and political education to effectively enhance the educational effectiveness of online ideological and political education ^[2]. Zhu shows that short videos may have a serious impact on college students’ values due to their entertainment factors, which requires us to accelerate the innovation of the education model of short videos for college students’ ideological and political education ^[3]. Liu research ensures the guidance of short videos to spread correct ideological and political concepts and values among college students through the professional configuration of the team ^[4].

From the spirit of General Secretary Xi’s important instructions on the construction of ideological and political courses in schools on the “Learning to Strengthen the Country” learning platform (2024), it can be seen that in the new situation and new tasks faced by the construction of ideological and political courses in the

new era, it is very important to adhere to the simultaneous promotion of ideological and political course construction and the party's innovative theoretical armament. How to use short videos to innovate online ideological and political education methods in colleges and universities and improve the quality of online education has become an important topic facing ideological and political education in colleges and universities^[5].

2.2. Current status of foreign research

Through the summary and reference of previous literature, we find that foreign research on the relationship between AIGC short videos and ideological and political education is lacking, and foreign scholars should pay more attention to theoretical and pedagogical research.

Foreign scholars focus more on the innovation of educational theory, and there is little research on the impact of AIGC technology on the form and content of ideological and political education. Moreover, the research on the evolution logic of AIGC technology and its impact on the ideological and political education of college students, especially the dual influence mechanism of AIGC technology and the lack of practical paths for colleges and universities to respond to and solve them in the new era is inadequate^[6].

3. The dual impact of AIGC short videos on the ideological and political work of colleges and universities

3.1. Inject new resources and vitality into the ideological and political work of colleges and universities

The role of AIGC short videos in ideological and political education are as follows:

- (1) Enrich the content and expression of ideological and political education: Traditional ideological and political education dissemination mainly relies on teachers and other relevant ideological and political workers to disseminate and guide through face-to-face lectures or heart-to-heart talks in the classroom, resulting in limited communication forms. AIGC short videos can rely on mobile phones, computers, etc. as carriers, so that college students can receive the communication influence

of ideological and political education anytime and anywhere^[7]. At the same time, AIGC technology can be used to create short videos, and the content of the content can be innovated, which is closer to the life and learning of college students;

- (2) Improve the communication efficiency and coverage of ideological and political education: Traditional ideological and political education has the disadvantages of lagging communication, single communication form, and limited coverage. AIGC short videos can be widely and rapidly disseminated within the student range with the help of platform carriers frequently used by college students such as Douyin, Kuaishou, and Xiaohongshu, which can not only break through the limitations of time and space, but also achieve the characteristics of efficient generation and accurate push, which significantly improves the rapid response and widespread promotion of ideological and political education in colleges and universities among college students^[8];
- (3) Innovate the immersive and experiential participation model of ideological and political education: Due to the pertinence and accuracy of AIGC short videos, it can be more focused on student needs and better pay attention to students' interests and recent hot topics. This participation model from "single" to "two-way" can make ideological and political education in colleges and universities change from one-way indoctrination to today's two-way interaction, which will help college students deepen their understanding and recognition of ideological and political education in immersive and experiential practical exploration.

3.2. Put forward new challenges and requirements for the ideological and political work of colleges and universities

The challenges faced by AIGC short videos in ideological and political education are as follows:

- (1) The dilemma of information fragmentation and knowledge system construction: Although AIGC short videos are easy to disseminate widely among students due to their short and

concise characteristics, they have the defect of information fragmentation, which makes it difficult to form a complete knowledge system for students' ideological and political education in the process of dissemination, which is contrary to the systematic and complete characteristics required by ideological and political education ^[9];

- (2) Content authenticity and value-oriented risks: Due to the influence of low thresholds, the authenticity and accuracy of the content of short video creation cannot be determined, which may have an impact on the values of college students to a certain extent. Owing to the lack of strong information literacy and critical thinking of college students, they are easily influenced by bad information, which has a great impact on college students' cognitive concepts and personal values;
- (3) The impact of entertainment tendencies on the seriousness of education: Since short videos are still mainly entertainment-oriented, AIGC short videos have a natural disadvantage in the seriousness and depth of college students' ideological and political education. If the excessive pursuit of fun and entertainment expression may lead to the content of ideological and political education being "vulgarized", reduce its ideological guiding function for college students, reduce students' willingness to actively explore the connotation of ideological and political education, and greatly affect the core effectiveness of ideological and political education in the cultivation of college students' values and ideals and beliefs.

4. Exploration of the integration path of AIGC short video and ideological and political education in colleges and universities

4.1. Build a new model of "six micro and six degrees" education

Based on the characteristics of AIGC short videos and the objective grasp of the practical laws of ideological and political education, this paper proposes the path exploration of the integration of "six micro and six

degrees" AIGC short videos with the ideological and political education work of college students in the new era. The "six micro and six degrees" model is to creatively create a new model of ideological and political education with "heat, depth, viscosity, temperature, breadth, and thickness" that is loved by college students through the form of "micro-party class, micro-perception, micro-lecturer, micro-home, micro-position, and micro-stage" through AIGC short video, so as to open up the "last mile" of the ideological and political education system and build a more novel new pattern of ideological and political integrated education ^[10].

4.1.1. Micro-party class: Create ideologically led heat

Combined with the current hot events in current politics, through the innovation of AIGC technology, the relevant theories of the party and the profound discussions of leaders are accurately pushed to students through animations, videos, and scene reproduction that are closely related to campus life, combined with big data, so as to improve the timeliness and pertinence of theoretical learning.

4.1.2. Micro-perception: Enhance the depth of value identity

Encourage students to discuss and share their experiences on the AIGC short video content they have learned or seen, and comment on the content of the short video, which also provides constructive opinions for the creative direction and content update of the subsequent AIGC short video. In this way, students can better participate in the creation of AIGC short videos, which will help students' self-reflection and deep experience, and better enhance students' sense of identity with relevant theoretical values.

4.1.3. Micro-lecturer: Enhance the viscosity of teacher-student interaction

Set up speech and propaganda groups with student party members and Communist Youth League members as the main personnel, create short videos through AIGC technology, and go deep into student dormitories, canteens, playgrounds and other student activity locations to spread positive energy among students. Furthermore, the propaganda group is equipped with instructors, which can enhance the interaction between teachers and

students, eliminate the sense of distance between teachers and students, and let ideological and political education work truly enter the hearts of students and students.

4.1.4. Micro Home: Create a temperature of humanistic care

Through AIGC short video technology, campus life scenes are turned into short video creation content, such as campus culture construction, campus sports events, interesting stories of teachers and students, campus volunteer services, etc. These fragmented scenes are the most real stories that happen around students, which are very easy to arouse students' emotional resonance, and through the integration of campus scene-based content with ideological and political education, AIGC short videos will be more authentic and warm.

4.1.5. Micro-position: Expand the breadth of mainstream voices

Make full use of various short video platforms to establish a network position for ideological and political education in colleges and universities. Through AIGC technology, high-quality content in line with the characteristics of the platform is generated in batches to achieve full coverage and dissemination of mainstream values. The construction of micro-positions should pay attention to the differentiated operation of the platform, and formulate corresponding content strategies according to the characteristics of users of different platforms.

4.1.6. Micro-stage: Cultivate the thickness of cultural self-confidence

Students are encouraged to use AIGC technology to create short video works showing China's excellent traditional culture, revolutionary culture, and advanced socialist culture, and enhance cultural self-confidence in creation and dissemination. The micro-stage should pay attention to the unity of artistry and ideology, and nourish students' hearts through high-quality cultural products.

4.2. Improve the guarantee mechanism and support system for the integration of AIGC short videos and ideological and political education

With the support of the innovation of the "six micro and

six degrees" model, the integration of AIGC short video and ideological and political education is a technical innovation and a change in the education model.

4.2.1. Team formation and talent support

The implementation paths for AIGC short videos in ideological and political education are as outlined:

- (1) Interdisciplinary innovation team: Establish an interdisciplinary team, composed of front-line ideological and political counselors, full-time artificial intelligence teachers, full-time photography and editing teachers, etc., which can ensure the professionalism of the team in various fields, set up relevant studios, and rely on the studio to carry out regular training to broaden the ideas and horizons of team members;
- (2) Improve teacher quality: Carry out publicity sessions on relevant AIGC short video technology, and teach front-line ideological and political educators AIGC short video creation skills and effective integration of ideological and political education work and short videos;
- (3) Cross-departmental coordination mechanism: Regularly hold special seminars composed of university party committees, propaganda departments, library information centers, education and industry departments and other departments to solve problems and innovations in the process of integrating AIGC short video creation and students' ideological and political education, and coordinate multi-departments to come up with problem solutions and important measures and directions for the next step.

4.2.2. Technical platform support

Colleges and universities should give a certain policy inclination and financial guarantee for the construction of AIGC short video creation and management platform, which can integrate text generation, image synthesis, dubbing synthesis, video editing and other multi-functional modules. In the meantime, hire professionals as technical instructors for technical support, open template libraries, material libraries and other multi-functional libraries for teachers and students to use, which can greatly reduce the threshold for teachers and students

to create AIGC short videos in order to let AIGC short video creation and ideological and political work be more effectively combined.

4.2.3. Content governance and quality control

The governance mechanisms are as listed:

- (1) Formulate a dual review mechanism: The content must be reviewed in two rounds before release, and the review content mainly focuses on the originality of AIGC videos and the educational significance of ideological and political content;
- (2) Build an evaluation index system: Build a six-dimensional evaluation index including “popularity (playback, likes)”, “depth (content integrity, theory)”, “viscosity (interaction rate, comment quality)”, “temperature (emotional resonance)”, “breadth (platform coverage)” and “thickness (cultural confidence embodiment)”, and regularly generate quality reports to provide data support for subsequent creations.

4.2.4. Evaluation feedback and incentive mechanism

Effect evaluation and incentive mechanisms are as outlined:

- (1) Multi-dimensional evaluation: Through the collection of background big data from various short video platforms, student questionnaire surveys and other forms, the educational effect of the “six micro and six degrees” model and students’ feedback are objectively evaluated;
- (2) Multi-level incentives: For front-line teachers and creative teams with remarkable results in AIGC short video creation and ideological and political education in the school, various forms of assessment and incentive measures such as year-end assessment awards, honorary certificate awards, and professional title evaluation bonus points are given, and extensive publicity and reporting are carried out on various publicity platforms.

4.2.5. Resource guarantee and financial investment

The financial and external collaboration mechanisms are as listed:

- (1) Special funds: The party committees of colleges and universities should set up special funds for the integration of AIGC short video creation and ideological and political education in platform construction, material procurement, talent training, and incentives and rewards, so as to better promote the development of the platform and the subjective initiative of teachers;
- (2) School-enterprise cooperation: Under the premise that the platform construction has a certain foundation, it can actively seek in-depth cooperation with domestic first-line AI technology companies through government connections, introduce advanced technology, share relevant resources, and achieve breakthroughs in platform content and communication.

5. Conclusion

Through the above-mentioned systematic layout of the five dimensions of team, technology, content, evaluation incentives and resource guarantee, it can provide a solid guarantee mechanism and support system for the deep integration of AIGC short videos and ideological and political education in colleges and universities. This can not only give full play to the advantages of AIGC in content innovation, communication efficiency and interactive experience, but also ensure that the value orientation, political stance and educational goals of ideological and political education do not deviate, and realize a new pattern of education with a six-dimensional unity of “heat, depth, viscosity, temperature, breadth and thickness”, and provide strong digital support for the all-round development of college students in the new era.

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