

Precision Strategy for Ideological and Political Education of College Students Based on Artificial Intelligence

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Abstract

Under the background of moral education, ideological and political education has received more widespread attention. Ideological and political education is an important part of higher education, aiming to guide college students to establish correct values, continuously improve their moral concepts and political literacy, and promote their comprehensive development. However, in the past, ideological and political education could not be carried out according to the individual needs of college students, resulting in an inaccurate process that could not meet the requirements of all college students. To solve this problem, teachers can introduce artificial intelligence technology into ideological and political education for college students, participate in educational assistance, rely on the advantages of artificial intelligence technology, break the traditional “one size fits all” model of ideological and political education, and achieve “personalized teaching”. At the same time, teachers can also identify some common confusions and ideological bottlenecks through artificial intelligence technology, making classroom teaching more targeted and enhancing the penetration of ideological and political education, thus meeting the educational requirements of cultivating morality and promoting the transformation of ideological and political education towards modernization. Based on this, the article explores the challenges of precision in ideological and political education for college students based on artificial intelligence, and proposes specific solutions aimed at improving the application level of artificial intelligence, promoting precision in ideological and political education for college students, and assisting students’ comprehensive development.

Keywords

Artificial Intelligence; College Students; Ideological and Political Education; precision

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1. The Precision Value of AI-Based Ideological and Political Education for College Students

First, artificial intelligence will accurately identify students' learning conditions and preferences. Incorporating intelligent algorithms and big data analytics, AI technologies can dynamically collect various types of student data, grasp learning characteristics and cognitive levels, and develop differentiated teaching resources for student groups. For instance, teachers can use AI to precisely identify students with weak foundational knowledge and tailor educational resources for these groups based on AI feedback, thereby breaking the "one-size-fits-all" model of ideological and political education and making it more personalized and precise. Second, AI can drive innovation in teaching evaluation models. With its data collection and analysis capabilities, AI enables teachers to gather student data on classroom participation, learning habits, and behavioral performance during ideological and political education, establishing dynamic, tracking-based evaluation models. This allows for real-time feedback on students' learning challenges and shortcomings, followed by targeted guidance, while also supporting precise teaching optimization. Finally, AI can be applied to data collection and analysis in students' daily lives. Ideological and political education should not be confined to the classroom but extended to students' daily routines, enabling real-time monitoring of their thoughts and behaviors. AI can serve as a tool for teachers to oversee students' mental and behavioral dynamics, automatically generating student thought models through data analysis. This helps teachers promptly identify current deficiencies and shortcomings in students, providing them with precise guidance to gradually shape correct worldviews and promote their comprehensive development^[1].

2. Challenges of Precision Ideological and Political Education for College Students Based on Artificial Intelligence

2.1. Challenges in Technological Application

Currently, there is a widespread issue of superficial and instrumental application of technology in ideological and political education for college students, which also

poses a challenge to the precision-driven advancement of AI in this field. Many universities limit the use of AI to basic functions such as automated attendance tracking and online quizzes, failing to fully leverage its deeper potential in ideological and political education. For instance, while some institutions have developed AI-powered apps with chatbot capabilities, these tools lack the ability to monitor students' ideological trends or provide targeted guidance, resulting in generic responses that undermine the precision of ideological and political education. Meanwhile, in the teaching process, AI is often employed primarily for visual content generation—such as course-related images or videos—rather than for classroom tutoring. This superficial application struggles to accurately identify students' learning needs, thereby hindering the precision-oriented goals of ideological and political education for college students^[2].

2.2. Challenges in Educational Philosophy

Currently, the precision-based ideological and political education for college students using artificial intelligence faces challenges in educational philosophy. Many universities still adhere to a mechanized model in ideological and political education, where students' subjectivity and sense of participation remain underdeveloped. For instance, institutions adopt online-based ideological and political education, mandating students to watch videos, complete tests, and generate automated learning reports. While this approach is standardized, it also leads to mechanization in education, preventing students from fully asserting their role as active participants. Additionally, in the process of ideological and political education, teachers primarily employ AI technology to enhance efficiency and quality, neglecting the most crucial aspects of value guidance and ideological exchange. This results in students gradually losing the ability for active thinking and critical reasoning during their learning process.

2.3. Challenges in Data Security

In the phase of precision-based ideological and political education for college students relying on artificial intelligence, data security is one of the challenges. While AI provides diversified support for ideological and political education, it also faces issues such as

chaotic data management and increased security risks. For instance, when universities deploy AI-powered educational management systems, the lack of robust data protection and security safeguards can lead to the leakage or tampering of sensitive data, severely impacting both students and the institution's reputation.

3. Precision Recommendations for Ideological and Political Education of College Students Based on Artificial Intelligence

3.1. Develop top-level planning and emphasize technological applications

Based on the effective application of artificial intelligence in the precision-oriented ideological and political education of college students, universities should formulate top-level planning. University leadership must enhance their emphasis on artificial intelligence, learn more about its application in ideological and political education, and develop scientifically sound top-level planning schemes by integrating practical conditions and institutional strategies. These plans should clarify the application process and key points of artificial intelligence to address the limitations of superficial implementation, enabling deeper utilization that meets the precision-oriented educational requirements of college students' ideological and political education. For instance, universities should strengthen the development and optimization of intelligent education systems, adding functions such as dynamic ideological supervision and targeted learning guidance to support precision-oriented ideological and political education for students. Additionally, universities must provide training and education for current faculty, such as conducting research on teaching conditions and professional competencies from the perspectives of artificial intelligence and precision-oriented ideological and political education. Based on survey findings, universities should design personalized teaching plans for faculty, encouraging them to prioritize the application of artificial intelligence in classroom instruction. This approach will help build a high-quality, professional teaching team to support precision-oriented ideological and political education for college students^[3].

3.2. Transform educational concepts and promote educational innovation

For the application of artificial intelligence, teachers should transform traditional educational concepts and actively promote educational innovation. First is the innovation of educational resources. Different students have varying learning conditions and distinct cognitive issues. In guided education, teachers can utilize AI to enrich educational resources, providing differentiated and personalized learning materials. This will help students gradually master key course concepts and support the cultivation of correct worldviews. Second is the innovation of teaching methods. Teachers should start from the application of AI technology, actively enrich teaching methods, and break through the limitations of traditional education. For example, teachers can use AI to create engaging and vivid teaching scenarios, fostering an immersive learning atmosphere; they can also introduce interactive games through AI technology. These approaches can effectively stimulate students' interest in course learning and highlight their active role in the classroom, supporting the precision of ideological and political education for college students. Finally, there is the innovation of teaching evaluation. Teachers can use AI to establish a dynamic evaluation mechanism, tracking student performance in class to help them promptly identify learning weaknesses, thereby supporting the precision of ideological and political education.

3.3. Strengthen data management and enhance security protection

In the process of precision ideological and political education for college students based on artificial intelligence, universities should strengthen data security and continuously enhance their level of security protection. On the one hand, universities should establish a comprehensive data management model based on their own actual situation and the requirements of national policies and regulations, covering standardized management norms for data collection, storage, transmission, use, and destruction, and clarifying the main responsibility boundaries. On the other hand, universities should strengthen their own security protection work. They should not only encrypt critical and sensitive data, but also increase investment in firewalls and intrusion

detection systems, and establish dedicated maintenance teams for regular operation and maintenance to ensure the effective application of artificial intelligence and provide support for the precision of ideological and political education for college students^[4].

4. Conclusion

In summary, artificial intelligence will provide support for the precision of ideological and political education for college students, helping teachers accurately grasp students' thoughts and behavioral dynamics, in order to provide targeted guidance and assist students in shaping

good values. To this end, the article explores precise suggestions for ideological and political education for college students based on artificial intelligence, including the need for universities to do a good job in top-level planning and attach importance to the application of artificial intelligence technology; Teachers should transform traditional educational concepts and actively promote educational reform; Universities should strengthen data security and continuously enhance their level of security protection. I hope the above discussion and analysis can provide support for the precision of ideological and political education for college students, and help them grow and succeed.

Disclosure statement

The author declares no conflict of interest.

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