

# Exploration of Precise Ideological and Political Paths Based on Student Group Portraits of Colleges and Universities in the Era of Intelligent Media

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**Abstract** The era of intellectual media has a profound impact on the thought and behavior of college students, and brings new challenges to the Ideological and Political Education (IPE) in colleges and universities. This paper analyzes the characteristics of The Times, analyzes the construction of student group portrait from the multi-disciplinary theory and technical level, clarifies the dimension of portrait, and adopts the characteristic analysis method. Demonstrate the precise ideological and political feasibility based on the portrait, covering policy orientation, technical support, and practical cases. Thus, innovative strategies are put forward: accurately positioning the target content, innovating teaching methods, and constructing a collaborative education mechanism. The study found that precise thinking and politics can improve the effectiveness of education, but faced with technical and implementation difficulties. In the future, it is necessary to optimize the portrait technology, improve the education system, and deepen the coordination mechanism to promote the innovative development of IPE.

**Keywords** intelligent media era, student group portrait, accurate thinking and politics, innovation path

## I. INTRODUCTION

media technology has caused great changes in the way of thinking, through the multidisciplinary theory and new method, based on existing research, trying to find the technical advantage of intellectual media era, for ideological education in colleges and universities provide accurate target orientation, innovative teaching methods, build collaborative education mechanism of theoretical and practical guidance.

The information transmission in the era of intelligent media has the characteristics of personalization, intelligence and diversification. Contemporary college students grow up in the Internet environment, and their thoughts, behaviors and values are deeply influenced; when they see diversified information through intelligent

media, they have a wider vision, stronger independent consciousness and innovation ability, but it also means that they are more likely to be biased by false information, thus causing problems in thought and detours in behavior. The old model of IPE is no longer enough to meet the current practical needs, so the idea of accurate IPE appears. New technologies have changed the dissemination of information and brought new opportunities and problems to IPE, which requires ideological and political educators to think seriously.

Scholars at home and abroad have done a lot of research in related fields. Foreign countries have made some achievements in the individual differences of students and the application of educational technology, which provides a reference for the precise ideological and political implementation in colleges and universities [2]. However, because of the different cultural backgrounds and education systems, their achievements cannot be directly used in IPE in Chinese colleges and universities. Domestic research is deepening in the theory, technology and practice of precise thinking and politics [3], but in the era of intellectual media, how to better use advanced technology and how to establish a perfect precise thinking and politics system has to continue to explore.

This study aims to analyze the construction of intellectual media students construction strategy, feasibility, discusses the innovation path of accurate thinking, through the multidisciplinary theory and new method, based on existing research, trying to find the technical advantage of intellectual media era, for ideological education in colleges and universities provide accurate target orientation, innovative teaching methods, build collaborative education mechanism of theoretical and practical guidance.

## II. MULTI-DIMENSIONAL ANALYSIS OF STUDENT GROUP PORTRAITS IN THE ERA OF INTELLECTUAL MEDIA

### A. Characteristics of the Era of Intellectual Media and Its Influence on College Students

In the era of intelligent media, artificial intelligence, big data, the Internet of Things and other technologies are

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closely combined, and the way of information system, logistics service system, library, archives, dissemination has changed. Information dissemination is now intelligent, personalized and fast at [4]. Intelligent algorithms push what users like based on their browsing records, interests and behaviors. In this way, the big data resource database. Data mining technology can find out valuable information from these data, and see the their own needs. However, there is a problem that it is easy to cause them to focus only on the content they like and then to narrow their vision and solidify their thinking. emotional needs, social circle, etc. Machine learning algorithm then classifies, clusters and predicts these data can spread in an instant. Although college students can quickly know all kinds of information, they are also build a detailed, accurate and dynamic portrait of faced with too much information and difficult to students. For example, cluster analysis techniques are distinguish between true and false. Therefore, colleges need to improve their ability to screen and judge information.

In the era of intellectual media, it has a very profound impact on the ideas and behavior of college students [5]. On the one hand, multiculturalism and values have become more open and diversified, and the autonomy and innovative spirit are stimulated. College students are active on online social media platforms, actively participate in the discussion of various topics, and dare to express their views, with distinct personalities. On the other hand, the virtual and anonymous characteristics of the network cause some college students to behave, such as network violence, addiction to the network and other problems often occur. In addition, the fast-paced characteristics and the phenomenon of information fragmentation in the era of intelligent media also affect the attention and concentration of college students, and their deep learning and thinking ability are faced with challenges. Therefore, the IPE in colleges and universities must guide college students to set up correct values, improve their information literacy and network self-discipline ability.

### C. Dimension Construction and Characteristic Analysis of Student Group Portraits

Comprehensive and accurate depiction of the group portrait of college students needs to start from multiple dimensions, including basic information, learning behavior, network behavior, social relations, mental health status, etc. In the dimension of basic information, including personal identity information, student status and thoughts and behavior. In the dimension of learning performance, course performance, learning habits and methods, etc. In the dimension of network behavior, it mainly focuses on the basic performance of students in the network environment, such as daily Internet time, distribution of Internet time, use of social (entertainment) platforms, etc. In the dimension of social relationship, including the number and distribution of friends, the type of organizations, etc. In the dimension of mental health college students when they are in different social groups, and also makes us understand how the social environment affects their thoughts [6]. In psychology, such as personality theory, cognitive development theory, emotions, personality and psychological needs. In the dimension of ideological and political accomplishment, it can be used to analyze the personality, psychological needs and learning methods of college students [7]. The theory of personalized learning in pedagogy cannot be ignored. It emphasizes that teaching should be carried out according to the different situations of students, which is also consistent with the concept of accurate ideological and political [8]. The combination of these theories provides a theoretical framework for the detailed and in-depth depiction of student group portraits.

### B. Theoretical Basis and Technical Support of Student Group Portrait

The construction of the student group portrait needs a multidisciplinary theory to provide the support. Group theory in sociology plays an important role, which helps us to understand the position and behavior mode of organizations, etc. In the dimension of mental health college students when they are in different social groups, and also makes us understand how the social environment affects their thoughts [6]. In psychology, such as personality theory, cognitive development theory, emotions, personality and psychological needs. In the dimension of ideological and political accomplishment, it can be used to analyze the personality, psychological needs and learning methods of college students [7]. The theory of personalized learning in pedagogy cannot be ignored. It emphasizes that teaching should be carried out according to the different situations of students, which is also consistent with the concept of accurate ideological and political [8]. The combination of these theories provides a theoretical framework for the detailed and in-depth depiction of student group portraits.

Using data mining and big data statistical analysis technology, we will be able to see the distribution of the and political [8]. The combination of these theories provides a theoretical framework for the detailed and in-depth depiction of student group portraits.

In terms of technical support, the emergence of big data is not scientific. Looking at the activities in data technology is the main driving force for students in cyberspace, students of different majors use different students. From the campus information system, such as online learning resources. For example, science and educational administration system, student management system, engineering students like to use academic platforms,

while liberal arts students are more active on cultural and creative platforms. After obtaining these analysis results, we can divide students into different types, such as learning difficulties, network activity, social talent, etc. After that, we will carefully study these types of students to see what the characteristics and needs of their thoughts so that precise IPE will have clear goals, education will be closer to students, and the effect will be better.

### III. THE PRECISE IDEOLOGICAL AND POLITICAL FEASIBILITY DEMONSTRATION OF COLLEGES AND UNIVERSITIES BASED ON STUDENT GROUP PORTRAITS

#### A. Policy Orientation and the Change of Educational Concept

In recent years, the state attaches great importance to the IPE in colleges and universities, and has issued a series of policy support documents [9], emphasizing the need to combine IPE and information technology, so as to improve the pertinancy and effectiveness of education. According to the document, colleges and universities should actively explore a new model of IPE to adapt to the development of The Times, accurately grasp the needs of students, and make IPE more accurate and personalized. These requirements provide a clear policy direction and strong policy support for the precise ideological and political work of colleges and universities based on student group portraits. This fully shows that the direction of precise thinking and politics is in line with the national education strategy layout. Domestic universities have the responsibility and obligation to actively promote relevant practices.

At the same time, the modern educational concept is also very consistent with the direction of precise ideological and political research, especially both emphasize to respect the difference of each student and care about the abundant development of students. It can be said that the precise IPE is the concrete expression of the modern educational concept in the IPE. By analyzing the portraits of students, this research deeply understands the characteristics and personality requirements of each student, and has gained some experience, which can provide IPE suitable for each student. In this way, students can get more targeted cultivation and development in the ideological and moral and political literacy.

#### C. Practice Cases and Experience for Reference

Some universities at home and abroad have made explorations in precise ideological and political thinking, and have gained some experience, which can provide reference for other schools. They prove the feasibility of accurate thinking and politics through practice. The practice of these universities has an important reference significance for the schools that want to carry out accurate ideological and political thinking [12].

#### B. Technical Feasibility and Data Resource Guarantee

In the era of intelligent media, the rapid development of information technology has brought strong technical support to the precise thinking and politics of colleges and universities, thus making the idea of accurate thinking and politics feasible [1]. Big data technology can collect, store, and process a large amount of student data and information. Based on these data, with advanced data mining and analysis algorithms, universal and accurate information can be mined, so as to realize the accurate planning of the ideological and behavior characteristics of the current students. In addition, with the accelerated iteration and upgrading of artificial intelligence technology, the accuracy and prediction ability of the portrait will be on a greater level. For driven teaching mode has excellent teaching effect

compared with the traditional teaching mode, which proves that technical means are feasible for accurate analysis and personalized education of students, and have reference value for student portrait analysis and personalized education in accurate IPE in Chinese colleges and universities.

Some universities in China are taking the lead in precise thinking and politics [3]. Some universities have set up a big data center for IPE for students, which integrates the work data of various functional comprehensive literacy. Through the portrait, the school found that some students have a lot of enthusiasm to participate in social practice. Therefore, the school has carried out a series of targeted social practice activities related to the major, and also used the intelligent push system to push the activity information to these students. After a period of time, the enthusiasm of the students to participate in the social practice went up, and the ideological and political accomplishment has also been improved. This case also shows that accurate IPE based on student portraits is feasible in Chinese universities, which can effectively solve the practical problems of IPE and improve the educational effect.

#### IV. THE INNOVATIVE STRATEGY OF ACCURATE THINKING AND POLITICS IN THE ERA OF INTELLIGENT MEDIA

##### A. Accurately Positioning the Goals and Contents of IPE

In the era of intellectual media, student group portraits will be used to accurately target the goal of IPE in colleges and universities, and universities have the ability to develop a set of accurate IPE target systems of different majors, IPE can be combined with professional characteristics. For example, science and engineering students emphasize scientific spirit and social responsibility; liberal arts students strengthen cultural confidence and humanistic care. From the point of view of the growth rules of students, the students focus on college adaptive education and ideal guidance in the first year to ensure the transition from high school to university; in the sophomore and junior years, students will focus on professional skills learning and career planning; In the senior year, students focus on employment and entrepreneurship guidance and social integration education.

In the era of intellectual media, hot topics, emerging technology ethics, and network culture are integrated into the content of IPE, and the content of IPE also needs to be innovated and optimized. For example, ethical issues and algorithm discrimination brought by the development of artificial intelligence and big data are also used as materials for thematic discussion and case analysis. Ideological and political educators need to guide students to correctly view the relationship between technology development and social ethics. In view of the two

##### B. Innovate the Teaching Methods and Means of IPE

Driven by the intelligent media technology, the ideological and political teaching mode is also undergoing profound changes. With the help of smart media technology, a large number of pictures, videos and virtual scenes will be integrated into the teaching. For example, Virtual Reality (VR), Augmented Reality (AR), intelligent teaching platforms and other technologies have been used by some universities to create immersive and interactive ideological and political teaching situations. For another example, VR technology is used to reproduce the scenes of major historical events, while AR technology is used to combine ideological and political theoretical knowledge with real scenarios.

To promote the wide application of intelligent teaching platforms. The platform can provide students with personalized and customized learning planning and learning resource recommendations according to their learning progress and portrait characteristics. For example, ideological and political development reading materials, video lectures, and course preview materials before the class through the platform. The platform can also realize real-time tracking and feedback of learning progress, timely find out the problems encountered by students in the learning process, and give targeted learning and enthusiasm.

In terms of personalized learning support and guidance, student group portraits are used to customize their own ideological and political learning plan for each student. Student group portrait can provide comprehensive insight into the diverse characteristics of students: for students who prefer theoretical study, provide study programs for in-depth study of classical ideological and political works; for students who prefer practical activities, more social practice projects and volunteer service activities such as community grassroots governance research and public welfare volunteer activities will be arranged; for students who are obsessed with the history of Red Revolution, IPE can be started from this perspective. In addition, a 24-hour intelligent tutoring system can also be developed, in order to break the limitation of time and space of teaching, so as to provide students with whether online or offline services, so as to ensure that any confusion encountered in the process of learning can be solved in time.

##### C. Build a Collaborative Education Mechanism for Precise IPE

In terms of on-campus collaboration, it is suggested to establish a cross-department cooperation and staff

education working mechanism. The university party on various social issues. Therefore, through the active committee is responsible for playing the core role of cooperation with these institutions and organizations, leadership, make overall planning for the precise introducing social and cultural resources, and holding ideological and political work; The student engineering diversified activities, we can effectively expand students department of colleges and universities is responsible for vision and improve their comprehensive quality. This is the performance of students IPE and schedule an important way for education to face the future and management duties, collect students dynamic information to cultivate a new generation of talents.

of thoughts and feedback these information to relevant departments; The academic administration department is responsible for optimizing the allocation of ideological and political courses, advocate the integration of ideological and political elements into the professional curriculum syllabus and teaching design, to promote the ideological and political construction of the curriculum; thinking and politics of universities. The publicity department is responsible for using the campus media platform, extensive dissemination of IPE content, create a positive campus cultural atmosphere, influence of the thoughts of college students, clarify the Ideological and political theory course teachers are responsible for imparting systematic ideological and political theory knowledge, through the vivid classroom teaching, guide students to establish a correct world outlook, outlook on life and values; Professional course teachers are responsible for exploring the ideological and political elements behind the professional knowledge in the teaching process, realize the organic unity of knowledge imparting and value guidance; Student counselors go deep into students daily study and life, focus on the individual differences in the students, timely discover and solve the problems that students encounter in their thinking, study and life, we will provide individualized IPE and guidance.

Off-campus cooperation is also a key link in the IPE of college students. First, the family as the first environment for students to grow up, the role of parents can not be underestimated. From the perspective of external synergy resource sharing mechanism, strengthen college and student family communication and cooperation, to make up for the limitations of pure campus education, the ideological education concept and method to parents, guide parents pay attention to students thought growth home school together to create continuous and depth students IPE work environment. Second, the community is the basic unit of the society, and it also contains rich practical resources. Actively carry out cooperation with off-campus communities, participate in such as caring for the elderly, community culture construction, so that the true connotation of social responsibility in the community volunteer service. Third, the deep cooperation between universities and enterprises is the applied talents. Colleges and universities are encouraged to build practice and training bases in the cooperation with enterprises, and integrate IPE into practical teaching professional quality. Fourth, educational and cultural institutions and social welfare organizations often gather experts in various fields and practical channels focusing

## V. CONCLUSIONS AND OUTLOOK

### A. Summary of the Study Conclusions

This study makes an in-depth analysis on the portrait of students in the era of intellectual media, the accurate path. From multiple dimensions parse the main content of the student portrait, has been clear about the complex basis, technical support and dimension system, demonstrates the precise education in policy guidance, technical feasibility and practical case feasibility, and on the basis of the precise positioning education objectives and content, innovative teaching methods and means, build collaborative education mechanism innovation strategy.

### B. Research Deficiency and Prospects

This study also has some limitations. For example, in the process of constructing student group portraits, the existing dimensions still cannot fully grasp all the characteristics and dynamic changes of students, and the accuracy and integrity of the data need to be improved. At the same time, in the implementation of the precise thinking policy, there may be challenges in technology teaching ability and the coordination problems that may occur in the actual operation of the collaborative education mechanism.

In the future, the accurate education research should further optimize the student portrait technology, strengthen data management, improve the accuracy and timeliness, explore more data analysis methods to dig more valuable information, perfect accurate education system, strengthen teacher training, improve teachers use media technology to carry out the teaching ability and ideological consciousness in order to achieve continuous deepening. In addition, the problems and trends that may emerge in the era of intelligent media such as quantum technologies, etaniverse, artificial intelligence generated content and other new technologies that have behavior should be included in the scope of precise ideological and political research in time, so as to continuously promote the innovative development of IPE in colleges and universities.

The author declares that there is no conflict of interest regarding the publication of this article.

CONFLICTS OF INTEREST

