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Research on Effective Approaches to Precise Ideological and Political Education Work for College Counselors in the New Era

Yang Li^{1,*}
¹ Hainan Vocational University of Science and Technology, Haikou, China

* Correspondence: Yang Li, Hainan Vocational University of Science and Technology, Haikou, China

Abstract: Ideological and political education in universities during the new era faces evolving developmental contexts and heightened educational demands. With rapid advancements in information technology, increasing diversity of student perspectives, and ongoing digital transformation in higher education, traditional approaches to ideological education have become inadequate for meeting the personalized growth needs of contemporary students. Precision-oriented ideological education, emerging as a key innovation direction for university political work, emphasizes student-centered strategies through precise identification, targeted delivery, effective implementation, and accurate evaluation to significantly enhance educational quality and efficiency. University counselors, serving as the primary organizers and implementers of ideological education as well as daily student management, play pivotal roles in advancing this modern approach. Based on contemporary requirements for ideological education development, this comprehensive study analyzes the core essence and intrinsic value of precision-oriented education. Furthermore, it identifies the practical challenges currently faced by counselors, such as resource allocation and technological adaptation. To address these issues, the research establishes a systematic framework comprising 'precise identification, targeted delivery, effective implementation, and accurate evaluation,' and proposes actionable optimization pathways. The research concludes that university counselors should fully leverage their critical functions in ideological guidance, value cultivation, and personal development support. By doing so, they can elevate the overall quality of precision-oriented education, promote holistic student growth, and provide robust support for fulfilling the fundamental academic mission of fostering virtue through education.

Keywords: university counselors; ideological education; targeted education; moral education; student management

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1. Introduction

Ideological and political work is a fundamental aspect of university activities, serving as a cornerstone for educational development. The focus of higher education is to fully implement policies that emphasize the importance of fostering virtue through education and cultivating individuals who are well-rounded in moral, intellectual, physical, aesthetic, and practical skills. As the landscape of higher education evolves in the current era, the ideological characteristics, developmental needs, and learning approaches of college students have undergone significant transformations. These changes present both opportunities and challenges for the advancement of ideological and political education within universities [1]. Addressing these dynamics requires a nuanced understanding of the shifting educational environment and the diverse needs of students.

The widespread adoption of the internet and new media has introduced college students to a broader range of information sources, fostering more diverse perspectives and varied value orientations [2]. This digital transformation has also highlighted

significant differences among students in terms of their backgrounds, academic disciplines, psychological needs, and personal development goals. Consequently, traditional approaches to ideological and political education, which often rely on uniform methods, face limitations in addressing the individualized needs of students. To enhance the relevance and effectiveness of such education, it is essential to explore innovative strategies that align with the diverse and dynamic nature of the student population.

Precision-based ideological and political education represents a modern approach designed to address these challenges [1]. This model emphasizes a problem-oriented and demand-driven methodology, aiming to provide tailored educational experiences that cater to the specific needs of different student groups. By focusing on differentiation and personalization, this approach seeks to improve the impact and quality of ideological and political education. University counselors play a crucial role in implementing this model, as they are directly involved in understanding and addressing the unique needs of students. Conducting comprehensive research on effective implementation strategies for precision-based education is vital for enhancing its practical application, ensuring the holistic development of students, and fostering a supportive educational environment.

2. The Theoretical Connotation and Contemporary Value of Precision-Based Ideological and Political Education

2.1. The Scientific Essence of Targeted Ideological and Political Education

Precision-based ideological and political education represents an advanced educational model designed to address the specific growth and developmental needs of students. By leveraging modern information technology and scientific management principles, this approach enables educators to accurately assess and analyze learners' unique characteristics, thereby facilitating the implementation of tailored strategies that align with individual requirements. The ultimate goal is to achieve a personalized, differentiated, and highly precise form of ideological and political education that resonates with each student's unique context and developmental trajectory [3].

This educational approach prioritizes an in-depth understanding of students' actual circumstances, allowing for the creation of customized educational plans that reflect their distinct ideological tendencies, behavioral patterns, and developmental needs. By moving away from the traditional "one-size-fits-all" methodology, precision-based education introduces a more nuanced framework that shifts from reliance on experiential methods to a science-driven model of student development. This transition underscores the importance of aligning educational strategies with evidence-based practices to enhance their effectiveness and relevance [4].

At its core, precision-oriented ideological and political education signifies a transformative innovation in the field of education, particularly in the context of the new era. Its primary objective is to improve the relevance, effectiveness, and appeal of educational practices by fostering a more individualized and targeted approach. Through tailored instruction and precise nurturing, this model seeks to cultivate students in a manner that aligns with their unique needs and aspirations, thereby contributing to their holistic development and fostering a deeper engagement with ideological and political education [4].

2.2. The Contemporary Value of Precise Ideological and Political Education

The student population in the current era is marked by dynamic thinking, unique individuality, and a wide range of needs. By implementing targeted ideological and political education, educators can achieve a more precise understanding of students' ideological tendencies and practical demands. This approach allows for a more scientific and effective framework for addressing the challenges inherent in ideological and political education [5]. Such precision ensures that the educational strategies employed are not only relevant but also adaptable to the evolving characteristics of the student body, thereby fostering a more meaningful connection between educational objectives and student development.

Targeted ideological and political education offers several significant advantages [6]. First, it enhances the relevance of educational efforts by thoroughly analyzing the specific characteristics and needs of students, enabling the resolution of practical challenges they face during their development. Second, it optimizes the use of educational resources, ensuring that these resources are allocated in the most effective manner possible. Third, this approach supports the personalized growth of students by tailoring educational strategies to their unique circumstances. Collectively, these benefits contribute to improving the overall quality and effectiveness of ideological and political education within higher education institutions, ensuring that such efforts remain impactful and aligned with the broader goals of student development.

3. The Role of University Counselors in Precision Ideological and Political Education

Counselors play a pivotal role in delivering ideological and political education to college students, serving as both mentors and guides in their personal and academic development. They are integral to the broader framework of ideological education, functioning as information gatherers, program designers, and implementers. Their responsibilities extend beyond mere instruction, encompassing the creation of tailored educational strategies that address the diverse needs of students. By actively engaging in various activities such as daily management, individual counseling, class development initiatives, and online education programs, counselors acquire a nuanced understanding of students' ideological perspectives and developmental requirements. This comprehensive insight enables them to craft precise and effective educational interventions that align with students' growth trajectories. Their multifaceted role also includes providing value-based guidance, emotional and psychological support, academic assistance, and career-related services, solidifying their position as key facilitators of precision-oriented ideological education.

Through their involvement in daily management, counseling sessions, and educational initiatives, counselors gain a thorough understanding of students' ideological tendencies and developmental needs. This understanding forms the basis for implementing targeted and effective ideological education strategies. Counselors are tasked with addressing a wide range of student needs, including fostering positive values, offering psychological support, assisting with academic challenges, and guiding career planning. Their role extends to the design and execution of innovative educational programs, including online platforms, which allow for broader engagement and adaptability to modern educational demands [7]. By integrating these responsibilities, counselors ensure that ideological education is not only precise but also responsive to the evolving needs of students. Their efforts contribute significantly to the holistic development of students, preparing them to navigate complex social and professional environments while upholding core values and principles.

4. The Practical Challenges in Implementing Targeted Ideological and Political Education Work by University Counselors

4.1. The Increasing Complexity of Target Populations Has Significantly Heightened the Difficulties and Challenges in Educational Work.

In the context of the new era, the ideological perspectives among college students have become increasingly diverse and individualized. This diversity stems from variations in family backgrounds, growth experiences, value orientations, and personal development needs. Certain students face challenges such as diminished ideals and beliefs, lack of academic motivation, uncertainty regarding their future, and significant psychological pressures. These factors contribute to the complexity of students' ideological states, requiring universities to adopt more nuanced and targeted approaches in ideological and political education. The heightened diversity and individualization of students' perspectives demand that educational efforts be tailored to address these

multifaceted needs effectively, thereby increasing the complexity and scope of such initiatives.

The rapidly evolving online information environment further complicates the task of ideological and political education. Digital platforms serve as conduits for the dissemination of various social ideologies and perspectives, influencing college students' value judgments and decision-making processes. This dynamic environment introduces greater uncertainty and challenges in guiding students toward constructive ideological development. Counselors must navigate the fast-paced changes in information dissemination while addressing subtle ideological influences that may infiltrate students' thought processes [8]. The need for adaptive strategies and heightened vigilance in providing ideological guidance underscores the increasing professional demands placed on counselors in this digital age.

4.2. The Identification and Analysis of Students' Individual Needs Are Not Sufficiently Precise or In-Depth.

Currently, university counselors often face significant workloads, with a considerable portion of their time allocated to administrative and service-related responsibilities. This leaves limited opportunities for them to engage deeply with each student's unique perspectives, psychological state, and developmental requirements [2]. Many educational activities aimed at fostering ideological and personal growth continue to rely on traditional methods that emphasize standardized organization and uniform implementation. Such approaches often fail to account for the diverse characteristics and needs of individual students, which can reduce the overall relevance and effectiveness of these initiatives. A more nuanced and personalized approach is necessary to ensure that these programs resonate with students and address their specific circumstances effectively.

Additionally, the absence of a universally implemented, scientifically designed system for tracking student development and managing dynamic portfolios poses significant challenges [9]. Without such a framework, counselors may find it difficult to access timely and comprehensive data that accurately reflects students' progress and evolving needs. This lack of structured tools also hinders the ability to identify potential challenges or risks at an early stage, thereby limiting the capacity to provide proactive and effective support. Establishing a robust system for monitoring and analyzing student growth would enhance the precision and impact of educational efforts, enabling more targeted and meaningful guidance tailored to individual circumstances.

4.3. Innovation in Educational Approaches, Methods, and Delivery Platforms Lags Behind.

Currently, many universities continue to rely heavily on traditional methods such as centralized lectures and classroom-based teaching for their ideological and political education programs. This approach often results in a lack of diversity and dynamism in educational delivery. For the new generation of college students, who have grown up immersed in the new media environment and are accustomed to interactive and experiential learning styles, these conventional models are increasingly perceived as less engaging and effective. The limited appeal of such methods can lead to reduced participation and diminished interest in the subject matter. To address this gap, it is essential to explore innovative strategies that align with the preferences and learning habits of modern students, incorporating interactive technologies and participatory methods to enhance engagement and foster deeper understanding.

In addition, some counselors face challenges in adapting to the digital era, as they lack sufficient proficiency in utilizing new media platforms effectively. Their limited understanding of the principles and tools required for online ideological and political education hampers their ability to leverage emerging technologies such as social media, short video platforms, and virtual communities for educational purposes. This deficiency restricts the potential for innovation in the methods, content, and channels used for targeted ideological and political work. Addressing these shortcomings requires focused efforts to improve digital literacy among educators and counselors, enabling them to

harness the full potential of new media tools to deliver impactful and relevant educational experiences tailored to the needs of contemporary students.

4.4. The Cross-Departmental Collaborative Education Mechanism Remains Underdeveloped.

Precision ideological and political education represents a comprehensive and systematic approach that spans the entirety of a student's developmental journey. This initiative necessitates the active participation and coordination of various stakeholders, including counselors, subject teachers, psychological counselors, academic advisors, and administrative departments. Despite its importance, practical implementation often reveals significant gaps in communication and collaboration among these entities. Information-sharing mechanisms are frequently underdeveloped, and there is a notable absence of institutionalized frameworks to foster cooperation. This lack of coordination hinders the effective integration of educational resources and limits the potential to achieve a synergistic approach to collaborative education. Addressing these challenges requires a concerted effort to establish robust communication channels and structured mechanisms that promote seamless interaction among all parties involved [10].

Many universities are still in the process of exploring and refining a holistic framework for ideological and political education that encompasses all personnel, spans the entire educational process, and addresses multiple dimensions of student development. However, the connections between various educational components remain insufficiently developed, leading to fragmented efforts. The absence of a fully integrated and systematic mechanism for implementing precise ideological and political education poses challenges to optimizing its overall effectiveness. To overcome these limitations, it is essential to focus on creating a cohesive structure that ensures alignment and synergy among different educational elements. This includes fostering a culture of collaboration, enhancing institutional support, and developing innovative strategies to bridge existing gaps, thereby enabling a more impactful and unified educational approach.

5. The Operational Mechanism System for Targeted Ideological and Political Education Work Conducted by University Counselors

5.1. Establishment of a Precise Identification Mechanism

Accurate identification is fundamental to ensuring the effectiveness of ideological and political education. University counselors should adopt a comprehensive and diversified approach to gather and analyze information about students. This includes systematically collecting basic data, maintaining and updating detailed student growth profiles, conducting regular and meaningful conversations, and analyzing students' interactions and expressions across various online platforms. These methods enable counselors to develop a thorough understanding of students' ideological tendencies, value orientations, and personal development needs. By employing such strategies, counselors can tailor their educational efforts to address the specific requirements and challenges faced by individual students, thereby enhancing the overall impact of their work.

To further strengthen the precision of ideological and political education, it is crucial to establish a sophisticated digital profiling system for students. This system should integrate and analyze data from multiple dimensions, including family economic and cultural backgrounds, academic performance, learning habits, mental health status, emotional characteristics, career aspirations, and readiness for planning. Additionally, personal interests, strengths, and participation in extracurricular activities should be considered to provide a holistic view of each student. Such a refined profiling system allows for the scientific classification of student groups, enabling counselors to design and implement highly targeted educational initiatives. By leveraging robust data analysis, this approach ensures that educational strategies are both effective and responsive to the diverse needs of the student population, thereby fostering their overall development and growth [11].

5.2. Design of a Precision Supply Mechanism

Targeted supply serves as a fundamental component in ensuring the success of precision-oriented ideological and political education. It is essential for counselors to adapt educational content and strategies to address the specific needs of diverse student groups and individuals. This process begins with a comprehensive analysis of the unique characteristics and challenges faced by students, enabling the development of tailored approaches that align with their requirements. By focusing on the distinct needs of each group, educators can enhance the relevance and impact of their efforts, fostering a more effective educational environment.

For students encountering academic challenges or difficulties, the focus should be on providing structured guidance in effective learning techniques, fostering intrinsic motivation, and encouraging the development of a constructive and resilient attitude toward learning. For those experiencing psychological stress or emotional difficulties, it is crucial to prioritize the dissemination of mental health knowledge, offer personalized psychological support, and equip them with practical skills for managing emotions and stress. Meanwhile, students preparing for employment or navigating career development should receive targeted education in career planning, practical training in job-related skills, and access to relevant labor market information and support services. By employing a systematic approach that categorizes student needs and implements tailored strategies, educators can achieve a precise alignment between the resources provided and the actual requirements of students, thereby enhancing the overall effectiveness of the educational process.

5.3. Precise Implementation of Mechanism Operations

The precise implementation mechanism underscores the importance of tailoring educational strategies to align closely with the unique characteristics and learning preferences of individual students. Counselors are encouraged to adopt a diverse range of methods to ensure the delivery of impactful and engaging ideological and political education. These methods include thematic reports and lectures, which provide structured insights into key topics; group discussions that foster collaborative learning and critical thinking; one-on-one in-depth conversations to address personal concerns and perspectives; and social practice activities and volunteer services that promote experiential learning and civic responsibility. Additionally, digital literacy education equips students with essential skills for navigating the modern information landscape, while exemplary peer role models and mutual assistance initiatives create a supportive and inspiring learning environment. By employing these varied approaches, counselors can effectively address the multifaceted needs of students, ensuring that educational efforts resonate deeply and contribute to their holistic development.

In parallel, adapting to the evolving dynamics of the new media era is crucial for enhancing the effectiveness of educational initiatives. By leveraging tools such as university official WeChat accounts, short-video platforms, and smart campus integrated service platforms, educators can innovate both the presentation formats and interactive methods of their programs. These digital tools enable the creation of content that is not only visually appealing but also highly interactive, fostering greater engagement among students. Furthermore, the integration of online and offline channels ensures a comprehensive educational framework that maximizes reach and impact. This synergy between digital and traditional methods enhances the relevance and appeal of ideological and political education, making it more accessible and relatable to the contemporary student body. Ultimately, this approach facilitates the establishment of a robust and dynamic educational ecosystem that effectively addresses the challenges and opportunities presented by the digital age.

5.4. Improvement of the Precise Evaluation Mechanism

Developing a scientific, systematic, and dynamic precision evaluation system is essential for achieving closed-loop management, fostering continuous reflection, and enabling iterative optimization in targeted ideological and political education. Such a system should be designed to cover a wide range of dimensions that comprehensively

assess students' ideological and political performance, including their values, adherence to daily behavioral norms, and the formation of constructive habits [12]. Additionally, it should evaluate learning attitudes, academic engagement, participation in social practices, and the outcomes of these activities, alongside the overall enhancement of competencies and personal development. By addressing these diverse aspects, the evaluation system can provide a holistic understanding of the effectiveness of educational initiatives, ensuring that all relevant factors contributing to students' growth are systematically analyzed and improved upon.

The methodology for evaluation should adopt a multifaceted approach that integrates process-oriented tracking evaluations with periodic assessments of outcomes. This combination allows for a balanced analysis of both immediate results and long-term impacts. Furthermore, the use of quantitative data analysis alongside qualitative descriptive evaluations ensures that assessments are thorough, objective, and fair. Such a dual approach enables a nuanced understanding of the effectiveness of ideological and political education efforts. Evaluation results must be promptly utilized to identify strengths and weaknesses across all phases of implementation. This feedback serves as a critical foundation for optimizing future strategies, ensuring resources are allocated more effectively, and refining methodologies to enhance the overall impact of educational practices. By continuously iterating and improving upon these processes, the system can adapt to evolving needs and maintain its relevance in fostering meaningful educational outcomes.

6. Practical Approaches to Precise Ideological and Political Education Work for University Counselors in the New Era

6.1. Adhere to a Demand-Oriented Approach and Focus on Enhancing Precise Identification Capabilities

Counselors must firmly embrace the core principle of precise student development, proactively engage with students' academic and daily lives, and employ various methods to gain a comprehensive understanding of students' actual ideological trends and growth needs. These methods include regular dormitory visits, systematic classroom observations, and targeted individual interviews, which allow counselors to identify specific challenges and opportunities in students' development. By fostering meaningful interactions and maintaining consistent communication, counselors can tailor their educational strategies to address the unique needs of each student. This approach not only enhances the relevance and effectiveness of ideological and political education but also contributes to the holistic development of students, ensuring their academic and personal growth aligns with broader educational objectives.

6.2. Comprehensively Enhance Digital Empowerment and Systematically Establish a Smart Ideological and Political Education Platform

By utilizing advanced technologies such as big data analytics, artificial intelligence algorithms, and modern information systems, a robust and comprehensive database can be developed to track and analyze students' academic achievements, psychological health, and overall development. This database would enable dynamic updates, intelligent management, and detailed analysis of student information, thereby improving the precision and scientific basis of ideological and political education. Furthermore, integrating these technologies into educational practices can facilitate personalized learning experiences and foster a more adaptive and responsive educational environment that aligns with students' evolving needs.

6.3. Continuously Innovate Educational Approaches to Effectively Enhance the Practical Outcomes of Education.

By aligning closely with the cognitive patterns and interest preferences of contemporary college students, educational approaches and formats are being actively diversified to enhance their effectiveness. This involves the extensive use of engaging

methods such as thematic micro-videos, interactive live-streaming sessions, scenario-based simulations, and social practice experiences. These innovative strategies aim to significantly improve the appeal, impact, and engagement of ideological and political education, ensuring that the content resonates more deeply with students and fosters a more meaningful and practical learning experience.

6.4. Establish and Improve Collaborative Mechanisms to Extensively Consolidate the Collective Efforts in Education.

Efforts will be directed toward fostering a collaborative education system that is primarily guided by counselors and actively involves professional educators, psychological counseling experts, and student guardians. This approach seeks to unify and optimize diverse educational resources, ensuring seamless communication and coordination among all stakeholders. By doing so, it aims to establish a comprehensive framework that supports continuous and holistic ideological and political education. The system will emphasize precision in addressing educational needs, thereby enhancing the overall effectiveness and inclusivity of the educational process [13].

6.5. Continuously Strengthen Team Development and Comprehensively Enhance Professional Competence and Expertise.

Universities should prioritize the establishment and continuous improvement of robust mechanisms for counselor training and professional development. This involves fostering advanced skills and expertise in key areas such as ideological and theoretical guidance, mental health education, and the effective application of information technology. By doing so, institutions can ensure that counselors are well-equipped to address diverse challenges and provide impactful support. Strengthening these competencies is essential for delivering high-quality, targeted ideological and political education, thereby contributing to the overall development of students and the institution's educational objectives.

7. Prospects for the Future Development of University Counselors' Work in the Era of Precision Ideological Education

With the ongoing transformation of education through digital technologies and the refinement of targeted ideological and political education, the role of university counselors is experiencing significant evolution. This transformation offers numerous opportunities for innovation and improvement. The future trajectory of their work is expected to emphasize enhanced intelligence, precision, and professionalism. By utilizing advanced technological tools such as big data analytics and artificial intelligence, counselors can gain a comprehensive and dynamic understanding of the diverse developmental needs and ideological tendencies of students. This enables the delivery of tailored educational content and methods that align closely with individual student profiles. Furthermore, these technologies facilitate the provision of more personalized and refined educational services, ensuring that the unique characteristics and requirements of each student are addressed effectively. Such advancements not only improve the efficiency of counselors' work but also contribute to the broader goal of fostering a supportive and adaptive educational environment.

The progression of precision ideological and political education significantly enhances its relevance and effectiveness within higher education institutions. This approach ensures that educational content resonates more deeply with students, fostering their intellectual and personal growth across multiple dimensions. These include their ideological perspectives, value systems, mental well-being, and overall competencies. By optimizing and innovating the working models of university counselors, institutions can provide stronger support for achieving the fundamental educational objective of cultivating well-rounded individuals [4]. This process emphasizes the development of students who are equipped with the skills and values necessary to contribute meaningfully to society. The integration of advanced methodologies and collaborative systems further strengthens the capacity of counselors to address the evolving challenges

of modern education. Ultimately, this comprehensive approach ensures that students are prepared to navigate complex societal dynamics and achieve their full potential in both academic and personal spheres.

8. Conclusion

Precision-oriented educational guidance represents an important direction for the innovative development of student support and value-oriented education in higher education, and it also provides a practical pathway for improving educational quality and effectiveness. As frontline practitioners, university counselors should align their work with students' developmental characteristics and actual needs, and build an integrated framework that connects precise identification, differentiated support, effective implementation, continuous feedback, and accurate evaluation. In this process, educational concepts, working methods, and communication approaches should be continuously refined to improve relevance, responsiveness, and sustainability. Greater use of digital tools can strengthen data-informed decision-making, while improved coordination among departments can enhance the coherence of educational efforts. At the same time, strengthening counselors' professional competence, ethical awareness, and practical judgment is essential for ensuring consistent and effective outcomes. Through these combined efforts, higher education institutions can promote more targeted, adaptive, and high-quality educational practice, thereby supporting students' comprehensive development and the broader mission of talent cultivation.

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