An Analysis of the New Model of Ideological and Political Education for Students by Counselors in Private Universities in the Context of the Digital Era

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Abstract: In the context of the digital and intelligent era, the guidance and value-oriented education of students in private universities faces new opportunities and challenges. As the backbone of students' ideological and political education, counselors' working methods urgently need to adapt to the development trend of digitalization and intelligence. Based on theories of student guidance and the concept of digital and intelligent education, this paper analyzes the main difficulties faced by university counselors in student guidance in private institutions, including the single education method, the prominent diversification of students' values and personalized needs, and the insufficient professionalism of counselors. On this basis, the path to building a new ideological and political education model is proposed: first, relying on big data to achieve precise education, second, building an intelligent platform to improve the effectiveness of education, third, using virtual reality and new media to promote immersive and interactive education, and fourth, improving the collaborative education pattern of "counselors-professional teachers-parents-society". Finally, the implementation guarantee and effectiveness evaluation mechanism are discussed, in order to provide theoretical reference and practical reference for counselors in private universities to innovate the ideological and political education model of students in the context of the new era.

Keywords: digital age; private colleges and universities; counselors; ideological and political education; new model

1. Introduction

With the rapid development of big data, artificial intelligence, cloud computing, and blockchain, the world has entered the digital era, profoundly influencing education as a key sector of national development [1]. Digitalization not only offers more efficient, intelligent, and personalized support for teaching, but also poses new demands on the content, form, and methods of ideological and political education. For private universities, exploring innovative approaches in this field has become essential. As the backbone of ideological and political work, counselors play a dual role as guides for student growth and as organizers of campus education. However, in private institutions—where students differ greatly in backgrounds and values—traditional "one-size-fits-all" methods struggle to meet diverse needs, and some counselors' skills lag behind students' increasingly digital lifestyles. Integrating digital intelligence can improve the precision and effectiveness of education by enabling real-time monitoring of learning engagement and performance metrics through big data, creating interactive and immersive learning via AI and VR technologies, and fostering collaborative networks among counselors, faculty, parents, and society [2]. While research on digital ideological and political education is growing, it remains focused on public universities; private institutions, with distinct training goals, management models, and resource conditions, require targeted strategies [3]. This study

examines how counselors in private universities can construct a precise, intelligent, immersive, and collaborative model of ideological and political education in the digital era, offering both theoretical insights and practical guidance for fulfilling the mission of cultivating morality and talent.

2. Relevant Theoretical Basis

Value-oriented education, guided by theories of holistic human development, is central to moral and character education in universities, aiming to cultivate well-rounded individuals with comprehensive abilities. In private universities, where student backgrounds and values are diverse, counselors must combine humanistic care with individualized guidance to enhance relevance and effectiveness. Educational theory has shifted from indoctrination to interaction and experience, aligning with constructivist learning, which emphasizes contextualized teaching and active student participation.

Digital education, supported by big data, artificial intelligence, cloud computing, blockchain, and virtual reality, enables precise, intelligent, and immersive learning. These technologies facilitate accurate student profiling, intelligent resource allocation, online–offline integration, and engaging learning experiences. In the digital era, counselors' roles expand to include ideological guidance, psychological support, academic mentoring, and data analysis, requiring both pedagogical vision and technical competence [4].

Based on this, this article will start from the theory of ideological and political education and the concept of digital education, analyze the current situation and difficulties of ideological and political education for counselors in private universities, explore the path to achieve precise, intelligent, immersive and collaborative education in the context of digitalization, and propose implementation guarantees and effectiveness evaluation mechanisms. It aims to provide theoretical support and practical guidance for counselors in private universities to better support students' personal development and educational growth in the context of the new era.

3. The Current Situation and Dilemma of Ideological and Political Education in Private Universities in the Digital Era

As higher education expands, private universities play an increasingly prominent role in talent development [5]. The digital era has enabled smart campuses and information-based education, revitalizing ideological and political education through big data platforms, smart classrooms, and campus apps. Counselors' roles are shifting from administrative managers to student growth guides, supported by richer educational resources. However, challenges remain: some counselors still rely on traditional didactic methods, which do not align with students' digital lifestyles; student diversity and value pluralism hinder precise, individualized guidance; uneven professional skills and digital literacy limit effective use of new technologies; insufficient integration of resources and incomplete collaborative mechanisms create "information islands"; and evaluation systems remain experience-based, lacking quantitative rigor [6]. These issues stem from systemic neglect, underdeveloped team capacities, complex student dynamics, and immature technological platforms, highlighting the need for a new model of digital ideological and political education in private universities.

However, several issues persist: (1) reliance on didactic methods misaligned with students' digital lifestyles; (2) diverse student backgrounds and values limiting the accuracy of targeted education; (3) uneven professional and digital literacy among counselors, with insufficient systematic training; (4) inadequate integration of resources and weak collaborative mechanisms, creating "information islands"; and (5) lack of scientific, quantitative evaluation standards.

These problems stem from four underlying causes: institutional neglect and insufficient investment; slow improvement in counselor professionalization and digital competence; increasing complexity of student values under the influence of the Internet and

multiculturalism; and immature digital platforms with limited data integration and content development. Thus, while the digital era presents opportunities for innovation, it also poses challenges in education models, team building, and resource integration. Addressing these issues is essential for constructing an effective new model of ideological and political education in private universities.

4. Construction Path of New Model

In view of the opportunities and difficulties of counselors' ideological and political education in the context of the digital era, a new model that conforms to the characteristics of the times and the needs of students should be constructed. First, we should rely on big data to create a precise education system, integrate students' multi-dimensional data, draw growth portraits, realize classified guidance and dynamic tracking, and promote personalized education intervention. Secondly, we should build an intelligent platform, use artificial intelligence and smart campus functions to create a comprehensive system that integrates ideological education, psychological support, and academic planning, reduce the pressure of counselors' affairs, and improve educational effectiveness [7]. Thirdly, with the help of virtual reality and augmented reality technology, we should develop immersive education scenarios to allow students to deepen their understanding of ethical values and civic responsibility through interactive experiences. At the same time, we should make full use of the new media matrix, covering multiple channels such as social media, short videos, and live broadcasts, to enhance communication and engagement in student guidance programs, and encourage students to participate in content co-creation. Finally, we should build a multi-subject collaborative education mechanism to promote the linkage of counselors, teachers, parents and social resources, and realize the joint efforts of all staff and the whole process. We should also improve the system support, team training and effect evaluation system to ensure the implementation and continuous optimization of the new model. Through the systematic promotion of the above-mentioned paths, the ideological and political education of counselors in private universities will achieve a qualitative leap.

5. Empirical Case: Digital Ideological and Political Education in L College

As a typical example of private colleges and universities, L College has systematically promoted the reform of digital ideological and political education since 2022. This section conducts empirical analysis from four dimensions: platform construction, communication ecology, experience design, and collaborative mechanism. Through tracking and observing three classes of students (2020-2023) and a total of 42 classes, it verifies the feasibility and effectiveness of the " data-driven, scenario-innovation, multi-collaboration model" model.

5.1. Smart Platform Empowerment

A "Smart Education Center Platform" integrates four major data sources—academic management, IoT, mental health, and library systems—into a dynamic student evaluation matrix. Using K-means clustering and random forest algorithms, it generates four-dimensional growth portraits. In one case, Apriori association mining detected abnormal patterns in three students 11.4 days earlier than manual methods, enabling targeted intervention (CBT group + academic partner + mentor support), reducing GAD-7 scores from 14.3 to 6.1 and achieving a 100% pass rate. After two semesters, psychological crises fell 37% and academic early warning success rose from 68% to 92%, shifting work from reactive to predictive.

5.2. New Media Matrix

The "Qingyan Qingyu" media center builds a three-dimensional communication network of "two microblogs, one Douyin and one channel" (WeChat service account + Weibo

super topic + Douyin official account + QQ channel). Content production adopts the PGC (professional production) + UGC (user co-creation) integration model:

Popularization of theory in practice: The short video column "Counselors Talking about Reason" developed a "Marxist Youth Expression Converter", deconstructed the "Campus Development Concept" into a "Campus Entrepreneurship and Innovation Guide" (480,000 views), and embodied the " embodied global citizenship values into an international student collaborative diary" into an "International Student Anti-epidemic Mutual Assistance Diary" (interaction rate 26%);

Service scenario extension: The live broadcast column "Growth Answer Room" implements a closed-loop management of "problem collection-cloud consultation-follow-up feedback", and has solved 319 demands such as career planning and legal disputes, with a user satisfaction rate of 94%;

Participation incentive mechanism: Design a "contribution value growth system" (1 comment = 1 point, original submission = 50 points), link the second classroom credit exchange with the evaluation qualification, and encourage students to transform from content consumers to value communicators.

Communication effectiveness: In 2023, the total reach of the matrix will exceed 180,000 people, and the average annual growth rate of fans will reach 217%. The key transformation indicators are reflected in: the frequency of active retrieval of students' ideological and political content will increase by 3.8 times, and the proportion of peer communication nodes (forwarding depth ≥ level 3) will reach 33%, realizing the reconstruction of the communication ecology from one-way indoctrination to "fission-type value resonance".

5.3. Immersive Experience Design

A VR historical simulation system reconstructs seven significant historical sites with task-driven and decision-making simulations. Complementary tools include a "Digital Red Study MAP" and "Metaverse Moral Education Theater." Controlled trials (n = 300 per group) show improvements in theoretical recognition (+ 34.1%), activity participation increased by 1.678 times, and value practice (+ 36%) (Table 1).

Table 1. Educational effectiveness: According to the controlled experiment (experimental group: 300 students participating in VR courses / control group: 300 students in traditional classrooms).

Evaluation Dimensions	Experimental Group	Control group	Improvement rate
Theoretical viewpoint recognition	0.954	0.712	0.341
Active participation in student guidance activities	87.3 times/year	32.6 times/year	1.678
Willingness to practice values	0.937	0.689	0.36

5.4. Collaborative Education Mechanism

Constructing a " five-dimensional grid-based student guidance community":

Data integration mechanism: The platform automatically pushes academic red warnings to class teachers, psychological yellow warnings to counselors, and career tendency data to industry mentors;

Task coordination system: For students with social disorders, the system initiates a four-level support chain of "preliminary guidance by counselors + classroom integration by professional teachers + cognitive training by psychological specialists + workplace simulation by alumni mentors";

Resource integration platform: The company donated the "AI Career Navigation Cabin", which matches real project training based on students' ability profiles, and has trained a total of 176 digital craftsmen.

Results of governance upgrades: cross-departmental collaboration efficiency increased by 72% (work order response ≤ 2 hours), student development support coverage increased from 61% in 2019 to 98%, and the education resource loss rate (duplication of work, information gaps, etc.) decreased by 44%, confirming the collaborative governance advantages of "shared responsibilities, information sharing, and win-win results" among multiple subjects.

5.5. Reflection and Optimization

Challenges include incomplete data coverage (portrait completeness 67%), low counselor digital literacy (29% able to model independently), and content fragmentation (42% short-video entertainment). Optimization paths:

Technology: deploy knowledge graph engines linking curriculum and behavior data.

Capacity: establish a Digital Counselor Training Institute with six core competency certifications.

Content: implement an "ideological depth index" (70% expert + 30% student weight) to curb excessive entertainment content.

6. Implementation Guarantee and Effect Evaluation

In order to ensure the effective implementation of the new model of ideological and political education for counselors in private colleges and universities in the digital era, it is necessary to establish a sound system, team and technical guarantee system. Schools should incorporate ideological and political education into their development strategies, formulate specific implementation plans, clarify the responsibilities and assessment standards of counselors, increase financial investment, and support the construction of smart platforms and content innovation. The professionalization of the counselor team is particularly critical. Regular information technology and ideological and political theory training should be carried out to improve counselors' data analysis and new media application capabilities, optimize workloads, and stimulate enthusiasm. In terms of effect evaluation, a scientific multi-dimensional evaluation system should be constructed, covering ideological identity, mental health, academic performance and social responsibility, and dynamic monitoring should be achieved through questionnaires, psychological assessments and big data analysis. Evaluation results should be fed back in a timely manner to guide teaching adjustments and continuous improvements. At the technical guarantee level, schools should strengthen data security and privacy protection, set up a technical support team, ensure the stable operation and upgrade of the platform, and promote the deep integration of technology and education. A sound guarantee system provides solid support for the new model of digital and intelligent ideological and political education, and promotes the work of counselors to move towards intelligence and precision.

7. Conclusion and Outlook

The digital era brings unprecedented opportunities and challenges to the ideological and political education of counselors in private universities. Through technical means such as big data, artificial intelligence, virtual reality and new media, counselors can achieve precise education and intelligent management, improve educational effects and students' sense of identity. Combining theoretical analysis with practical cases, this paper proposes a new model covering precise education, intelligent platform, immersive experience, interactive communication and collaborative education, and clarifies the implementation guarantee and evaluation mechanism. Despite the challenges of insufficient professional ability of counselors, technical adaptability and content innovation, the innovative path of digital moral and civic education has achieved initial results. In the future, private universities should continue to deepen the digital literacy training of counselors, improve the construction of technical platforms and content, strengthen institutional

guarantees, promote the deep integration of ideological and political education and technology, and help cultivate new-era college students with both moral integrity and talent. In the context of the digital era, counselors will surely play a more important leading role in students' ideological and political education and contribute more to the goal of establishing morality and cultivating people.

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