

Research on Innovative Paths of AI Empowering Online Ideological and Political Education and Youth Value Guidance in Universities

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Abstract: With the in-depth integration of artificial intelligence into the digital transformation of education, “AI + Education” has become the core direction for the reform and innovation of ideological and political education (IPE) in universities in the new era. Traditional online IPE in universities faces practical dilemmas, including rigid content, extensive communication, insufficient precision, and weak value guidance. Meanwhile, the iterative upgrading of generative AI, big data, and other technologies has provided brand-new tools and paths to improve the quality and efficiency of online IPE, while bringing multiple risks such as algorithmic bias, filter bubbles, weakened values, and ethical anomie. Taking the dual-driving logic of digital and intelligent empowerment as well as value guidance as the core, this paper systematically elaborates the theoretical basis and value logic of AI empowering university online IPE and youth value guidance, and deconstructs the internal operating mechanism of AI in facilitating the production and targeted communication of IPE content. From six dimensions including philosophy, content, methods, carriers, teams, and institutions, this study constructs an innovative education system of AI-enabled online IPE adapted to the growth characteristics of contemporary youth. It promotes the transformation of university online IPE from “extensive irrigation” to “precision drip irrigation,” and provides theoretical support and replicable practical paradigms for the construction of intelligent IPE and the guidance of mainstream values among young people in universities in the new era.

Keywords: Artificial intelligence; University online ideological and political education; Youth value guidance; Precision education; Digital and intelligent empowerment

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1. Introduction

Since the start of the new era, the state has attached great importance to the implementation of the digital education strategy and the modernization of ideological and political education. A series of policy documents has been continuously issued to advance the in-depth integration of artificial intelligence with education and

ideological and political work. The *Outline for Building a Powerful Country through Education (2024–2035)* clearly proposes to reshape educational forms and optimize education models relying on AI technologies, so as to ensure the implementation of the fundamental task of fostering virtue through education via digital empowerment. In 2025, the State Council issued the *Opinions on Further Implementing the “AI + ” Initiative*, which further requires integrating artificial intelligence into all elements and processes of education and advancing the digital and intelligent transformation of ideological and political education. The 2026 National Education Work Conference focused on deploying the construction of intelligent ideological and political education, and stressed the need to leverage digital and intelligent technologies to enhance the pertinence and effectiveness of ideological and political guidance for young people. The intensive release of top-level policies marks that AI-enabled university ideological and political education has entered a new stage of systematic and regular implementation from theoretical exploration and pilot practice, and has become an inevitable trend of the reform of university ideological and political work in the new era.

In terms of the characteristics of youth groups, contemporary college students, as Z-generation digital natives^[1], grow up in a digital era featuring the rapid development of the internet and artificial intelligence^[2]. They have formed cognitive traits and behavioral habits that emphasize experience, interaction, fun, and individuality, leading to fundamental changes in their ways of acquiring information, forming values, and expressing ideas. Traditional online ideological and political education (IPE) in universities has long adopted a one-way, stereotyped, and homogeneous “extensive irrigation” education model^[3]. Its outdated discourse system, monotonous expression, and rigid communication modes create an obvious disconnection with the online living habits and cognitive demands of young students. Previous survey data show that most college students recognize mainstream values, but have low acceptance of traditional didactic online IPE content. Personalized online information recommended by algorithms profoundly affects their ideological dynamics. Some students suffer from fragmented value cognition, ambiguous ideals and beliefs, and a weak ability to distinguish online information. The traditional IPE model can no longer meet the practical demands of youth value guidance in the new era.

From the perspective of technological development and educational practice, the rapid iteration of artificial intelligence technologies such as generative AI, big data profiling, intelligent algorithms, and multimodal generation^[4] has provided solid technical support for the innovative development of university online IPE, realizing the intelligent upgrading of the whole chain covering content production, communication, interaction, and evaluation. AI technologies can solve the pain points of traditional online IPE, such as long content production cycles, monotonous forms, lack of precision, and delayed educational feedback, and realize lightweight content creation, personalized push, scenario-based education, and targeted ideological analysis. Nevertheless, technological empowerment also brings new risks and challenges to education. Issues including algorithmic black boxes, filter bubbles, technologism, homogenized AI-generated content, students’ intellectual inertia, privacy data leakage, and ethical anomie have severely impacted the communication system of mainstream values in universities^[5], weakened young students’ critical thinking and moral judgment, and posed severe tests to campus ideological security and youth value guidance. Against this background, how to adhere to the fundamental task of fostering virtue through education, balance the dialectical relationship between technological empowerment and value guidance, reconstruct the online IPE system of universities with AI technologies, resolve the imbalance between supply and demand in online ideological and political education, and consolidate young students’ mainstream values has become a major urgent issue for university

ideological and political workers.

Based on the general trend of educational reform in the digital and intelligent era, this study breaks the single research perspective of existing studies on intelligent IPE that overemphasize technological application while neglecting value guidance. It constructs an analytical framework driven by “digital and intelligent empowerment + value guidance,” clarifies the internal coupling logic between artificial intelligence, university online IPE, and youth value guidance, and defines the value, technical, and ethical boundaries of AI-enabled ideological and political education. Integrating multidisciplinary theoretical resources from pedagogy, Marxist theory, communication studies, and computer science, this research enriches the theoretical connotation of intelligent and precision ideological and political education, expands the research horizon of digital ideological and political education in universities, and fills the research gaps in the whole-chain mechanism and systematic paths of AI-enabled online IPE. It promotes the improvement and development of the theoretical system of university intelligent IPE in the new era, and provides new theoretical perspectives and academic support for subsequent relevant research. Meanwhile, rooted in the context of educational development under Chinese modernization, this paper interprets the theoretical implications of digital and intelligent technologies empowering youth value guidance, enriches the theoretical system of youth ideological and political education in the new era, and facilitates the modernization of the governance system and governance capacity of higher education.

2. Core concepts and theoretical foundations of AI empowering university online ideological and political education and youth value guidance

2.1. Core concepts

2.1.1. Artificial intelligence (AI)

Artificial intelligence is an emerging technical discipline integrating computer science, mathematics, psychology, sociology, and other fields. Its core is to simulate, extend, and expand human intelligence relying on big data, machine learning, natural language processing, multimodal generation, and other technologies, so as to realize functions such as autonomous learning, intelligent judgment, content generation, and precise matching ^[6]. In the context of this study, artificial intelligence refers specifically to a lightweight and inclusive intelligent technology system adapted to university ideological and political education scenarios. It covers core functions including student digital profiling, intelligent content creation, personalized algorithm-based push, human-computer interactive communication, intelligent public opinion analysis, and intelligent evaluation of educational effects. It is featured by intelligence, precision, interactivity, and scenario-based application. Its core positioning is to serve the task of fostering virtue through education and assist ideological and political education, rather than replacing ideological and political workers in value judgment and educational responsibilities.

2.1.2. University online ideological and political education

As an important part of university ideological and political education in the new era, university online ideological and political education refers to regular online ideological and political education practices for college students carried out via the internet, new media, and digital platforms ^[7]. Its core objectives are to disseminate mainstream ideology, help young people establish correct outlooks on the world, life, and values, guide their ideological trends, and consolidate the campus’s online ideological position. Traditional online

IPE includes forms such as ideological and political websites, new media articles, online open courses, and online thematic education. In the digital and intelligent era, university online IPE has been fully upgraded with AI technologies, forming a new intelligent and personalized online education system with new characteristics including intelligent content creation, targeted push, dynamic analysis, real-time interaction, and intelligent evaluation.

2.1.3. Youth value guidance

Youth value guidance is the core task of fostering virtue through education in universities. It means that universities adopt ideological and political education methods to guide contemporary young students to establish correct outlooks on the world, life, and values, strengthen their ideals and beliefs, cultivate patriotism and dedication, and improve moral attainments. It also helps students consciously recognize and practice core socialist values, resist the erosion of various wrong ideological trends and unhealthy online culture, and grow into new talents capable of shouldering the great mission of national rejuvenation. Different from the traditional one-way didactic model, youth value guidance in the digital and intelligent era^[8] adapts to young people's online cognitive characteristics, and realizes subtle value infiltration with intelligent means. It promotes the transformation from passive acceptance to active recognition, and from superficial understanding to in-depth practice of values.

2.2. Theoretical foundations

2.2.1. Precision education theory

As a core theory for the high-quality development of education in the new era, precision education theory focuses on individual differences among students. It relies on data analysis and academic situation assessment to realize the precise matching of educational content, methods, and scenarios^[9], so as to eliminate the drawbacks of homogenized and extensive traditional education and achieve teaching students in accordance with their aptitude. Centering on students, this theory advocates carrying out personalized education based on individual needs, cognitive characteristics, and growth deficiencies, which is highly consistent with the core logic of AI-enabled online IPE. The big data profiling and intelligent algorithm push technologies of artificial intelligence provide technical support for the implementation of precision education theory. They can accurately capture college students' ideological dynamics, online behaviors, interests, and growth demands, and realize precise identification, targeted supply, directional guidance, and scientific evaluation in online ideological and political education. This theory serves as the core theoretical support for constructing the precision education mechanism in this research.

2.2.2. Human-computer collaborative education theory

Human-computer collaborative education theory is a core theory for educational practice in the digital and intelligent era. Its core logic is to clarify the instrumental attribute of artificial intelligence and the dominant role of human teachers, and build a collaborative education model of "machine assistance, teacher leadership and value guidance"^[10]. The theory holds that artificial intelligence excels at standardized and intelligent work such as data processing, content generation, precise matching, and dynamic monitoring, which can make up for the shortcomings of manual education including low efficiency, insufficient precision, and limited coverage. In contrast, ideological and political teachers possess irreplaceable core advantages in

value judgment, emotional communication, ideological guidance, and humanistic care, and hold the leading power and discourse power in education. This theory defines the fundamental boundary of AI-enabled ideological and political education: technologies assist education rather than replace ideological and political workers in the core responsibility of value guidance. It provides an important theoretical basis for clarifying the dialectical relationship between technology and values and constructing the collaborative education mechanism in this study.

2.2.3. Personalized learning theory

Taking individual differences of students as the starting point, personalized learning theory emphasizes respecting students' cognitive rules, interests, strengths, and growth rhythms. It adopts adaptive educational content, methods, and scenarios to stimulate students' initiative and self-awareness in learning and promote personalized development^[11]. Z-generation college students have distinct personalized traits and resist homogeneous and stereotyped online IPE content. Personalized learning theory lays a theoretical foundation for the innovation of content and communication modes of AI-enabled online IPE. Based on students' individual characteristics, AI technologies can realize customized creation, scenario-based push, and personalized interaction of IPE content, adapt to the cognitive demands and acceptance habits of different students, effectively enhance young students' recognition and acceptance of mainstream values, and promote the targeted implementation of value guidance.

2.2.4. Ideological security theory

Ideological security is the bottom line of university ideological and political work. Ideological security theory stresses that universities must firmly grasp the leadership, management, and discourse power of ideological work, prevent various wrong ideological trends and unhealthy online culture from eroding young students' minds, and consolidate the campus mainstream ideological position^[12]. In the digital and intelligent era, cyberspace has become the main battlefield of ideological struggles. Algorithmic bias, targeted push of harmful information, and nihilistic values seriously threaten university ideological security. Based on ideological security theory, this study constructs a risk prevention and control mechanism for AI-enabled online IPE, standardizes the application of intelligent technologies in education, guards against ideological risks caused by technological alienation, and ensures the safety and effectiveness of youth value guidance.

2.3. Value logic and boundaries of AI empowering university online ideological and political education

2.3.1. Empowerment value: Two-way integration of technological empowerment and value-oriented education

AI-enabled university online IPE has profound internal value compatibility. In terms of educational efficiency, AI technologies solve the problems of traditional online IPE such as low content production efficiency, monotonous forms, limited communication coverage, and delayed academic monitoring, realize the intelligent upgrading of the whole chain of ideological and political education, and greatly improve the work efficiency of online IPE. In terms of educational quality, the precise matching and personalized push functions of AI break the dilemma of homogenized education, adapt to the cognitive characteristics of Z-generation youth, enhance the attractiveness and appeal of IPE content, and strengthen young people's recognition of mainstream values. In terms of long-term educational effects, AI-based dynamic big data

monitoring can track changes in young students' ideological dynamics in real time, realize early prediction and targeted intervention of ideological problems, build a regular and long-term value guidance mechanism, and consolidate young people's ideals and beliefs. Strategically, the construction of intelligent IPE promotes the modernization of university ideological and political education, safeguards campus online ideological security, and facilitates the implementation of the fundamental task of fostering virtue through education.

2.3.2. Empowerment boundaries: Dialectical unity between technological tools and educational values

There are clear boundaries for AI to empower university online IPE. The core principle is that technology serves as a means while values are the ultimate goal; technologies must be subordinate to education and value guidance. First, functional boundaries. Artificial intelligence is only responsible for instrumental work such as auxiliary content creation, targeted push, data monitoring, public opinion analysis, and intelligent evaluation. Core work including ideological judgment, ideological guidance, emotional education, and value shaping must be led by ideological and political workers, and technologies shall never replace human beings in core educational responsibilities. Second, content boundaries. All AI-generated IPE content must be manually reviewed to adhere to the bottom lines of political stance, ideological connotation, and value orientation, and avoid homogenization, superficiality, and entertainment of content. Third, ethical boundaries. Strictly standardize the whole process of collection, use, and storage of students' personal data to prevent privacy leakage, algorithmic bias, and filter bubbles, and uphold the ethical bottom line of intelligent education. Fourth, value boundaries. Resolutely reject technologism, and avoid the misconception of over-reliance on technologies and neglect of humanistic care and value guidance in education.

3. Current situation of AI empowering university online ideological and political education and youth value guidance

3.1. Policy environment and development trend of AI-enabled online ideological and political education

In recent years, China has continuously promoted the implementation of the digital education strategy, and the policy system for AI-enabled ideological and political education has been gradually improved, forming a three-level promotion pattern of national overall planning, education department deployment, and university implementation. At the national level, top-level documents including the *Outline for Building a Powerful Country through Education (2024–2035)* and the *Opinions on Further Implementing the “AI +” Initiative* have been issued to promote AI-driven educational reform. The Ministry of Education has continuously deployed the construction of intelligent online IPE in universities through national education work conferences and special notices, requiring the use of digital and intelligent technologies to improve the effectiveness of ideological and political guidance for young people. Education authorities at provincial and municipal levels have issued supporting policies in light of local educational characteristics to advance pilot projects of intelligent IPE.

In practical development, the construction of intelligent IPE in domestic universities has taken initial shape on a large scale. Most key universities have taken the lead in exploring AI-enabled online IPE, built new educational carriers such as intelligent IPE platforms, AI counselors^[13], and digital IPE media matrices^[14], and initially realized functions including intelligent content creation, personalized push, and intelligent academic analysis.

Currently, the construction of university intelligent IPE is transforming from a single technological application to a systematic system construction, from pilot exploration to comprehensive popularization, and from efficiency improvement to quality empowerment. The integration depth of digital and intelligent technologies with online IPE and youth value guidance keeps increasing, laying a solid practical foundation for the innovative development of university online IPE in the new era.

3.2. Existing dilemmas of traditional university online ideological and political education and youth value guidance

3.2.1. Rigid content system and low acceptance among young people

The content system of traditional university online IPE lags far behind and fails to meet the growth demands of the Z-generation youth. First, outdated discourse. It mainly adopts official didactic and theoretical discourse with rigid expressions, lacking youthful, life-oriented, and interesting language, and is disconnected from the young people's online discourse system. Second, monotonous content forms. It relies heavily on articles, static pictures, and online lectures, while multimodal content such as short videos, virtual interaction, and situational performances favored by young people is insufficient. Third, severe content homogenization. Online IPE content across universities has high repetition rates and lacks characteristics related to schools, majors, and youth, making it difficult to resonate with students emotionally. Fourth, a mismatch between content supply and demand. Most content focuses on policy interpretation and theoretical preaching, while targeted content addressing young people's ideological confusions, growth difficulties, and value perplexities is inadequate. It cannot respond to students' in-depth spiritual needs, resulting in low initiative of young students to accept the content and poor effects of value recognition.

3.2.2. Extensive communication mode and insufficient educational precision

Traditional university online IPE adopts a one-size-fits-all "extensive irrigation" communication mode with serious deficiencies in precision education. First, lack of targeted academic situation assessment. Universities cannot dynamically and comprehensively grasp the ideological dynamics, interests, and value perplexities of students from different grades, majors, and personalities, making stratified and categorized education impossible. Second, low content matching degree. Fixed IPE content fails to adapt to students' personalized needs, forming a paradox where unwanted content overflows while needed content is scarce. Third, single communication scenarios. Content is mainly pushed via dedicated IPE platforms, without scenario-based education integrated into students' learning, life, and socializing scenarios, leading to weak educational penetration. Fourth, delayed feedback mechanism. Traditional online IPE lacks real-time feedback channels for educational effects, so it is impossible to timely learn about students' acceptance and ideological changes and dynamically optimize educational content and methods, resulting in uneven effects of value guidance.

3.2.3. Single educational carriers and weak interactive experience

Traditional online IPE relies on limited carriers, mainly official new media platforms and special IPE websites. These platforms are poorly interconnected with fragmented resources, and an integrated online education matrix has not been formed. Meanwhile, the traditional education mode is dominated by one-way information dissemination with a lack of two-way interaction, immersive experience, and personalized communication. Students mostly receive IPE information passively, with low enthusiasm for active participation, thinking, and practice. Young people's ideological expressions and value demands in

cyberspace cannot be responded to in a timely manner. The lack of humanistic care and emotional resonance makes value guidance stay at the superficial cognitive level, and hard to be transformed into students' internal value recognition and conscious behaviors.

3.2.4. Backward team capabilities and deficiencies in digital and intelligent educational competencies

The current team of university ideological and political workers generally suffers from insufficient digital literacy and incompetent intelligence education capabilities. Most ideological and political workers have solid theoretical foundations and rich experience in traditional education, but lack an understanding of artificial intelligence, big data, and intelligent algorithms. They are not proficient in operating intelligent IPE platforms, creating intelligent content, and conducting big data-based academic analysis, and thus cannot carry out targeted and personalized online IPE with new technologies. In addition, universities have not established a systematic training system to improve the digital literacy of ideological and political teams. Educational concepts, methods, and capabilities cannot adapt to the demands of online IPE innovation in the digital and intelligent era, and the widespread "skill panic" ^[15] restricts the implementation of intelligent IPE and targeted youth value guidance.

3.3. Development opportunities brought by AI to university online ideological and political education

3.3.1. Empowering content innovation and building a youth-oriented content system

Multimodal generation technologies of AI effectively solve the problems of rigid content, monotonous forms, and outdated discourse in traditional IPE, and realize the innovation of youthful, lightweight, and diversified IPE content. Based on mainstream value materials, AI can intelligently generate various forms of IPE content such as short videos, animations, virtual lectures, graphic posters, and interactive Q&A, converting obscure theoretical knowledge into vivid, popular, and interesting expressions for young people and realizing the transformation of content towards "mainstream values + youthful expressions" ^[16]. Meanwhile, AI can quickly respond to hot events and young people's ideological dynamics, create targeted IPE content in real time, improve the timeliness and adaptability of content, enrich the supply of online IPE content, and greatly enhance young students' acceptance and recognition of mainstream values.

3.3.2. Empowering targeted communication and realizing personalized value guidance

Big data profiling and intelligent recommendation algorithms ^[17] are the core advantages of AI in enabling precision online IPE. AI integrates multi-dimensional data including students' online behaviors, learning status, ideological feedback, interests, and growth backgrounds to build comprehensive and dynamic student digital profiles and accurately identify students' ideological confusions, value deficiencies, and growth demands. Based on precise academic profiles, intelligent algorithms can realize stratified, categorized, personalized, and scenario-based targeted push of IPE content, completely breaking the traditional homogenized indoctrination mode and achieving "precision drip irrigation" tailored to each individual. In addition, AI can monitor students' reading and interactive data in real time, dynamically optimize content push strategies, and form a closed-loop education model of "assessment-push-feedback-optimization," which greatly improves the precision and effectiveness of youth value guidance.

3.3.3. Empowering carrier upgrading and creating immersive educational scenarios

AI technologies drive the comprehensive upgrading of university online IPE carriers and break the limitations of single communication on traditional platforms. New intelligent carriers such as AI counselors, virtual digital humans ^[18], intelligent interactive platforms, and immersive simulation scenarios can build two-way interactive and immersive online education scenarios, enhancing the fun, interactivity, and engagement of IPE. Meanwhile, AI can integrate various university online education platforms to realize resource interconnection and data sharing, and build an integrated and systematic intelligent online education matrix. New carriers adapt to young students' demands for online socializing, fragmented learning, and personalized experience, integrate mainstream value guidance into students' daily online life, and realize subtle value infiltration.

3.3.4. Empowering management optimization and improving long-term education mechanisms

AI-based dynamic big data monitoring and intelligent analysis technologies enable regular monitoring and precise assessment of young people's ideological dynamics, online public opinions, and educational effects in universities. The system can capture students' online remarks, behavioral trends, and ideological changes in real time, and realize the transformation from passive disposal to active prevention and targeted intervention of potential ideological problems and public opinion risks. In addition, AI can intelligently evaluate the effects of online IPE, accurately identify deficiencies in education, provide data support for the optimization of ideological and political work, institutional improvement, and team building, help universities establish regular, long-term, and targeted youth value guidance mechanisms, and promote the high-quality development of online IPE.

3.4. Potential risks and challenges of AI empowering university online ideological and political education

3.4.1. Risk of technological alienation and weakened mainstream value guidance

Excessive application of digital and intelligent technologies may lead to technological alienation and impact the core values of ideological and political education. On the one hand, some universities fall into the misconception of technocentrism, over-relying on artificial intelligence for ideological and political work, one-sidedly pursuing educational efficiency and formal innovation while ignoring the humanistic, emotional, and value attributes of IPE. As a result, ideological and political work becomes subordinate to technical tools, and the fundamental goal of fostering virtue through education is weakened. On the other hand, recommendation algorithms have inherent biases ^[19]. Centering on users' interests, algorithms tend to push entertaining, fragmented, and utilitarian content, squeezing the communication space of mainstream values. Students are trapped in filter bubbles with narrow horizons and one-sided value cognition, which gradually weakens their in-depth recognition of mainstream ideology and breeds negative thoughts such as value nihilism and utilitarianism.

3.4.2. Risk of poor content quality and diluted depth of ideological and political education

AI-generated content is inherently homogenized, superficial, and entertaining, which fails to meet the ideological, theoretical, and value requirements of IPE. Content generated by general large-scale models is mostly material splicing and shallow interpretation, lacking in-depth theoretical elaboration, emotional temperature, and ideological height, and cannot cultivate lofty ideals, patriotism, and moral attainments.

Meanwhile, some universities over-rely on AI to produce lightweight and entertaining IPE content in pursuit of communication popularity, deliberately catering to young people's tastes and weakening the political nature, solemnity, and ideological depth of IPE content. This leads to superficial and formalized online IPE and hinders in-depth value guidance. In addition, the imperfect review mechanism for AI-generated content may result in value deviations and expression errors, bringing hidden dangers to ideological security.

3.4.3. Risk of students' cognitive degradation and growing intellectual inertia

The widespread application of artificial intelligence may cause intellectual inertia and cognitive dependence among young students, and weaken their ability to think independently and make value judgments ^[20]. Contemporary college students excessively rely on AI tools in learning, thinking, and value judgment, and tend to directly obtain standard answers and conclusions generated by AI instead of active thinking, in-depth exploration, and dialectical analysis. Long-term dependence on intelligent tools will degrade students' critical thinking, logical thinking, and independent judgment abilities. When confronted with diverse online ideological trends and complex social phenomena, they are unable to form independent and correct value judgments and are vulnerable to misleading wrong ideas and remarks, greatly increasing the difficulty of youth value guidance and ideological education.

3.4.4. Ethical and security risks and threats to campus educational security

The full-scale application of AI in online IPE brings multiple security risks including privacy data leakage, opaque algorithms, and ethical anomie ^[21]. To build student digital profiles and realize precision education, universities need to collect a large amount of students' personal information, online behavioral data, and ideological data. Inadequate supervision over data collection, storage, transmission, and application will easily lead to privacy leakage and infringement of students' legitimate rights and interests. Meanwhile, the black-box nature of AI algorithms with opaque decision-making logic may cause unfairness and value deviations and imbalance the precision of education. Furthermore, the current imperfect ethical norms and institutional systems for intelligent IPE lack unified standards and constraints for technological application, which may lead to technology abuse and educational irregularities and threaten campus network and ideological security.

3.4.5. Risks in team building restricting the improvement of educational quality

The digital literacy ^[22] of university ideological and political teams varies greatly. Most ideological and political teachers and counselors lack professional skills in applying artificial intelligence, big data, and intelligent platforms, and cannot fully leverage the advantages of technologies to carry out precision IPE and value guidance. In addition, universities have not established a sound training system and assessment incentive mechanism for intelligent IPE teams, resulting in insufficient systematic and regular support for the improvement of team digital capabilities. Some ideological and political workers have a fear of technologies and backward cognition, and resist the innovation of intelligent IPE. Their educational concepts, working modes, and capabilities cannot adapt to educational reforms in the digital and intelligent era, which seriously restricts the implementation of AI-enabled online IPE and youth value guidance.

4. Internal operating mechanisms of AI empowering university online ideological and political education and youth value guidance

4.1. AI-enabled mechanism for youth-oriented production of online ideological and political education content

Content production is the foundation of online IPE. Targeting the pain points of traditional content production such as low efficiency, monotonous forms, outdated discourse, and supply-demand mismatch, AI constructs a lightweight and youth-oriented content production mechanism of “intelligent creation + manual optimization + review and supervision” to realize all-round innovation of IPE content. First, intelligent auxiliary creation. Relying on generative AI and multimodal generation technologies, diversified content such as short videos^[23], virtual lectures, interactive graphics, popular science animations, and IPE Q&A can be quickly produced based on mainstream theoretical resources and IPE material libraries. This breaks the monotony of traditional text and video forms, greatly improves content production efficiency, and reduces creation costs. Meanwhile, AI can convert obscure theoretical content into popular and youthful expressions according to young people’s discourse characteristics and online trends, realizing the transformation from theoretical discourse to youth discourse and from academic discourse to daily language, and enhancing content adaptability. Second, manual optimization and empowerment. With their professional theoretical attainments and educational experience, ideological and political workers polish AI-generated content, deepen ideological connotations, and add emotional temperature, making up for the deficiencies of AI content such as superficiality, lack of emotion, and homogenization. They strengthen the political nature, ideological depth, emotional appeal, and uniqueness of content to ensure that the content combines youthful vitality with theoretical depth. Third, full-process review and supervision. A three-level review mechanism of “AI preliminary review + manual re-review + political final review” is established to comprehensively examine the political stance, value orientation, theoretical expression, and public opinion risks of content. It prevents value deviations, expression errors, and vulgar entertainment, and upholds the bottom line of IPE content. This mechanism combines the efficiency of AI with the value advantages of manual work, and builds a dynamically updated, diversified, and high-quality IPE content supply system adapted to young people.

4.2. Precision communication mechanism based on student digital profiles

Precision communication is the key to targeted youth value guidance. With big data collection, intelligent analysis, and algorithm matching technologies, AI builds a full-chain precision communication mechanism of “data collection–profile construction–content matching–scenario-based push–dynamic optimization,” thoroughly solving the dilemma of traditional extensive communication. Multi-dimensional data collection: Collect students’ basic information, online behaviors, learning status, interactive feedback, ideological surveys, and psychological status in compliance with regulations, covering all aspects of students’ growth and ideological dynamics to provide data support for precise profiling. Construction of three-dimensional digital profiles: Integrate and analyze collected data via AI big data technologies to build five-dimensional student digital profiles covering behavioral traits, interests, demands, ideological status, and psychological state^[24], so as to accurately identify students’ value deficiencies, ideological confusions, growth demands, and cognitive characteristics. Precise content matching: Match diversified IPE content with student digital profiles through intelligent matching algorithms, and push personalized and differentiated content to students of different grades, majors, ideological status, and interests to realize targeted supply for each individual. Scenario-based intelligent push: Combine students’ fragmented learning, online socializing, and spare-time

life to carry out scenario-based push adapted to their time and psychological state, improving content reach and acceptance. Dynamic iterative optimization: AI monitors students' interactive data such as reading, likes, comments, reposts, and questions in real time, analyzes content acceptance and changes in value recognition, dynamically updates student profiles, optimizes push algorithms, and adjusts content supply to form a closed-loop precision communication system. Meanwhile, algorithms are set to prioritize mainstream values to effectively prevent filter bubbles and algorithmic bias and guarantee the wide dissemination of mainstream values.

4.3. Human-computer collaborative mechanism for cultivating youth value recognition

The core of youth value guidance in the digital and intelligent era is to build a human-computer collaborative education model ^[25], clarify the division of labor between humans and machines, strengthen two-way empowerment, and realize the in-depth integration of technological empowerment and value-oriented education. It forms a value recognition cultivation mechanism of "machine assistance, teacher leadership, emotional infiltration, and value internalization." In terms of labor division, artificial intelligence undertakes standardized and intelligent auxiliary work including content push, data monitoring, academic analysis, intelligent Q&A, public opinion early warning, and effect statistics to free ideological and political workers from repetitive work. Ideological and political workers focus on core educational work such as value judgment, ideological guidance, emotional communication, humanistic care, problem solving, and value shaping, and firmly hold the leading power and discourse power in education. In terms of value cultivation, AI-based intelligent interactive platforms, virtual digital humans, and online Q&A systems realize real-time responses and regular communication for young students' daily ideological confusions and resolve superficial ideological problems in a timely manner. For complex problems such as confused values, ambiguous ideals, and biased cognition, ideological and political teachers conduct one-on-one heart-to-heart talks, special guidance, and immersive education to realize stratified and categorized value cultivation. Furthermore, a three-stage cultivation model of "cognition–recognition–practice" is established. AI-based targeted push ensures full coverage of mainstream value cognition. Human-computer interaction and immersive experience enhance young people's value recognition ^[26]. Practical education and behavioral monitoring promote the transformation of value cognition into conscious behaviors, forming a complete closed loop from superficial cognition to in-depth internalization and voluntary practice of values.

4.4. Full-cycle risk prevention and control mechanism for AI-enabled ideological and political education

Targeting multiple risks of AI-enabled online IPE including technological, content, ethical, and educational risks, a full-cycle, regular, and closed-loop risk prevention and control mechanism is constructed to consolidate the security bottom line for intelligent IPE construction and youth value guidance. Technological risk prevention and control: Optimize algorithm models, correct algorithmic bias, and break filter bubbles. Set a priority weight for mainstream values in algorithms to ensure the coverage and influence of mainstream value content. Regularly iterate and upgrade intelligent systems and repair technical loopholes to improve stability and security. Content risk prevention and control: Implement the three-level content review system, standardize the creation criteria of AI-generated IPE content, clarify the political and ideological bottom lines, and prevent superficiality, entertainment, and value deviations of content. Data and ethical risk

prevention and control: Formulate norms for the whole process of collection, storage, use, and destruction of student data, adhere to the principle of minimum necessary collection, strictly protect students' privacy data, and prevent data leakage and abuse. Establish an algorithm ethics review mechanism to ensure the fairness, impartiality, and compliance of algorithms. Educational risk prevention and control: Strengthen the education of media literacy ^[27] and digital literacy among young students, guide them to correctly understand and rationally use AI tools, overcome intellectual inertia, and improve their ability to think independently and make value judgments. Strengthen the training of technological ethics for ideological and political workers, establish the education concept of AI for good ^[28], and put an end to technology abuse and over-reliance. Public opinion risk prevention and control: Leverage AI big data public opinion monitoring systems to track campus online public opinions and young people's ideological dynamics in real time, realize early risk prediction, timely early warning, and rapid disposal, and consolidate the campus ideological security defense line. Comprehensive risk prevention and control promote the safe, standardized, and sustainable development of AI-enabled online IPE.

5. Innovative paths of AI empowering university online ideological and political education and youth value guidance

5.1. Concept innovation: Establishing the core educational orientation of “people-oriented and AI for good”

Concept innovation is the premise for the innovative development of AI-enabled online IPE. It is necessary to abandon wrong perceptions such as technologism and value nihilism, and establish a new educational philosophy of “people-oriented, AI for good, technological empowerment, and value priority.” First, adhere to the fundamental mission of fostering virtue through education. Always clarify that artificial intelligence is an auxiliary tool for IPE, and that youth value guidance and personality cultivation are the core goals. Resolutely avoid the deviation of prioritizing technology over education and efficiency over values, and ensure that all applications of intelligent technologies serve the growth of young people and the cultivation of mainstream values. Second, uphold the development concept of AI for good. Restrict technological application with educational values and ethical norms, standardize the boundaries of AI empowerment, balance technological innovation and risk prevention, and realize the organic unity of technological empowerment and value-oriented education. Third, strengthen the concepts of precision education and all-student education. Break the limitations of traditional education with digital and intelligent technologies, carry out personalized education based on individual differences of students, and promote the transformation of online IPE from standardized and homogenized education to people-oriented precision education to fully adapt to the personalized demands of youth value guidance in the new era.

5.2. Content innovation: Constructing a content supply system of “mainstream values + youthful expressions”

Based on the cognitive characteristics and content demands of Z-generation youth, comprehensively innovate the online IPE content system with AI technologies to create diversified, youthful, in-depth, and targeted high-quality content supply. First, innovate content expression modes. Adopt multimodal AI technologies to convert boring theoretical lectures, policy interpretations, and value education into short videos, animations, virtual lectures, situational skits, interactive Q&A, and digital picture books popular among young people.

Interpret mainstream values with youthful, life-oriented, and popular language to popularize theories, visualize values, and make education interesting. Second, diversify content supply dimensions. Build an integrated content system covering theoretical education, ideals and beliefs, patriotism and dedication, moral cultivation, network literacy, and mental health. It not only strengthens the dissemination of mainstream theories, but also focuses on young people's growth difficulties, value perplexities, and online cognitive problems to improve the pertinence and practicality of content. Third, establish a dynamic content update mechanism. Leverage AI's hot topic capture and public opinion analysis functions to create timely and youth-oriented IPE content in combination with social hot issues, thematic trends, campus dynamics, and youth ideological trends, so that mainstream value guidance keeps pace with the times and young people's daily life. Fourth, build an ecosystem of content co-creation between teachers and students. Guide students to actively participate in IPE content creation with lightweight AI creation tools, and encourage them to interpret mainstream values based on their own growth experience, professional characteristics, and youthful perspectives. Promote the transformation from passive acceptance to active creation and recognition, and enhance young people's sense of belonging and identification with mainstream values. Meanwhile, strictly implement the content review mechanism to keep all content in line with political, ideological, and value bottom lines.

5.3. Method upgrading: Building a precision education model of “targeted identification and personalized supply”

Leverage AI, big data, and intelligent algorithms to thoroughly reform traditional extensive education methods, build a full-cycle precision education system, and realize regular and personalized youth value guidance. First, establish a dynamic academic situation identification system. Regularly collect and analyze data on students' ideological dynamics, online behaviors, interests, growth demands, and psychological status via AI big data technologies, update students' five-dimensional digital profiles in real time, and accurately identify their value deficiencies, ideological confusions, and cognitive deviations to provide data support for precision education. Second, build a stratified and categorized supply system. Divide students into different education levels according to differences in digital profiles. Carry out regular value infiltration education for ordinary students, targeted intervention for students with ideological and value perplexities, and advanced ideal and belief education for student leaders to realize stratified education and precision drip irrigation. Third, optimize scenario-based education methods. Push IPE content in a scenario-based and timely manner, combining students' classroom learning, spare-time life, online socializing, further study and employment, integrating value guidance into students' daily online life, and realizing subtle infiltration education. Fourth, establish a closed-loop evaluation and optimization method. Use AI intelligent evaluation systems to dynamically evaluate students' value recognition, ideological changes, and educational effects, accurately identify weaknesses in education, and dynamically adjust educational content, methods, and strategies. Form a precision education closed loop of “identification–supply–cultivation–evaluation–optimization” to continuously improve the effectiveness of youth value guidance.

5.4. Carrier expansion: Promoting the upgrading of educational carriers via platform integration and scenario extension

Aiming at the problems of fragmented, single, and interactive-deficient traditional educational carriers, comprehensively upgrade online IPE carriers with AI technologies and build an integrated, intelligent, and

scenario-based new carrier matrix for education. First, integrate existing educational platforms. Leverage big data and cloud computing technologies to integrate various online educational carriers such as university IPE official websites, new media platforms, campus interactive platforms, and learning platforms, break platform barriers, realize data interconnection and resource sharing, and build an integrated intelligent online education matrix for full-coverage dissemination of mainstream values. Second, develop new intelligent educational carriers. Launch new carriers such as AI virtual counselors, intelligent IPE Q&A systems, immersive IPE experience platforms, and digital IPE museums to build two-way interactive and immersive educational scenarios and enhance the fun, interactivity, and engagement of IPE. Third, extend diversified online educational scenarios. Expand IPE from traditional campus platforms to short video platforms, social platforms, learning platforms, and employment platforms where young people gather, realize full coverage of young people's online life, and make mainstream values ubiquitous. Fourth, create school-based characteristic intelligent educational carriers. Combine university running characteristics, professional advantages, and educational brands to customize exclusive digital IPE content and platforms with AI technologies, build distinctive intelligent IPE brands, enhance the recognition and influence of online IPE, and strengthen young students' sense of campus belonging and value recognition.

5.5. Team empowerment: Building a dual improvement training system for digital literacy and educational competencies

The team of ideological and political workers is the main body for implementing AI-enabled online IPE. It is necessary to build a systematic and regular team training system to comprehensively improve their digital literacy and intelligent educational capabilities and solve the problem of skill panic. First, build a stratified and categorized training system. Set up special training courses on intelligent IPE theories, AI technology application, big data-based academic analysis, intelligent content creation, algorithm ethics, and risk disposal for counselors, IPE teachers, and administrative educators, combining theoretical learning and practical operation to comprehensively improve the team's digital educational capabilities. Second, establish a regular learning mechanism. Hold special lectures, case discussions, practical drills, and inter-university exchanges on intelligent IPE on a regular basis, organize ideological and political workers to learn cutting-edge intelligent technologies and excellent practical cases, and continuously update educational concepts and improve professional skills. Third, build practical training platforms. Organize ideological and political workers to fully participate in the practice of AI-enabled online IPE relying on university intelligent IPE construction projects and online education practice bases, and accumulate experience and improve capabilities in content creation, targeted push, academic analysis, value guidance, and risk prevention. Fourth, improve assessment and incentive mechanisms. Incorporate intelligent IPE capabilities and the effects of digital education into the assessment, evaluation, and reward system for ideological and political workers, stimulate their initiative in learning and innovation, and cultivate a compound team with solid IPE theories and high-level digital educational capabilities to provide talent support for intelligent IPE construction and youth value guidance.

5.6. Institutional guarantee: Improving a long-term guarantee system of top-level design and grassroots innovation

A sound institutional system is the fundamental guarantee for the sustainable development of AI-enabled online IPE. A long-term institutional system shall be constructed from multiple dimensions including top-

level design, grassroots norms, risk management, and resource guarantee. First, improve top-level institutional design. In accordance with national and provincial policies, universities formulate implementation plans and management measures for intelligent IPE, clarify the overall goals, core tasks, implementation paths, and division of responsibilities, and standardize the whole-process norms for technological application, content creation, data use, and ethical constraints to ensure the standardized and institutionalized development of intelligent IPE. Second, establish incentive systems for grassroots innovation. Set up special projects, educational programs, and practical awards for intelligent IPE innovation, encourage colleges and educational teams to carry out grassroots innovation exploration combining professional characteristics and student traits, and enrich the practical models of intelligent IPE. Third, improve risk prevention and control systems. Formulate systems for data security, content review, algorithm ethics review, and public opinion emergency disposal for AI-enabled IPE, fully guard against technological, content, data, ethical, and public opinion risks, and consolidate the security bottom line of education. Fourth, improve resource guarantee systems. Allocate special funds for intelligent IPE construction to support platform building, technological upgrading, team training, project research, and practical innovation. Integrate internal university resources of IPE, technology, and publicity, and link with external resources from other universities, research institutions, and technology enterprises to build a multi-party collaborative guarantee system, providing comprehensive institutional, financial, technological, and talent support for the long-term implementation of AI-enabled university online IPE and youth value guidance.

6. Conclusion

Based on the digital transformation of education and the fundamental task of fostering virtue through education, this study focuses on the core issues of AI-enabled university online IPE and youth value guidance. Through systematic theoretical research, current situation analysis, mechanism deconstruction, and path innovation, the following core conclusions are drawn:

First, AI-enabled university online IPE has solid theoretical foundations and practical inevitability. Digital and intelligent technologies are highly compatible with online IPE and youth value guidance. Technological empowerment is an inevitable choice to solve the dilemmas of traditional online IPE, promote the modernization of ideological and political education, and improve the effectiveness of youth value guidance. Meanwhile, the application of technologies has clear value and ethical boundaries, and we must adhere to the core principle that technologies serve education, and values come first.

Second, traditional university online IPE faces multiple dilemmas such as rigid content, extensive communication, single carriers, and backward teams, which cannot meet the demands of value cultivation for Z-generation youth. AI technologies bring new opportunities for the quality improvement of online IPE, while accompanied by multiple risks including technological alienation, superficial content, intellectual inertia, and ethical hazards. Opportunities and challenges coexist.

Third, a complete internal operating mechanism has been formed for AI-enabled university online IPE. The youth-oriented content production mechanism, precision communication mechanism, human-computer collaborative value cultivation mechanism, and full-cycle risk prevention and control mechanism jointly build a full-chain closed-loop intelligent education system, realizing the in-depth integration of technological empowerment and value-oriented education.

Fourth, the innovative development of university online IPE and the improvement of youth value guidance in the digital and intelligent era require joint efforts from six dimensions: concept, content, methods, carriers, teams, and institutions. We should consolidate the foundation of education via concept innovation, enrich educational supply via content innovation, improve educational precision via method upgrading, expand educational scenarios via carrier expansion, strengthen educational practitioners via team empowerment, and solidify educational foundations via institutional guarantee. This comprehensively promotes the transformation of university online IPE from extensive homogenized education to personalized precision education, and effectively strengthens the mainstream value guidance for young people in the new era.

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