

Empowering the Transformation of College Counselors' Ideological and Political Work with Generative Artificial Intelligence

Congying Qi*

Nanjing University of Finance & Economics, Nanjing 210046, Jiangsu, China

*Author to whom correspondence should be addressed.

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: Ideological and political work is an important part of the overall work of schools. Through carrying out ideological and political work, counselors can improve students' overall quality and promote their all-round development. With the development of current digital technologies, generative artificial intelligence, represented by ChatGPT and DeepSeek, has been widely applied in the ideological and political work of college counselors. This paper focuses on the paths of empowering the transformation of college counselors' ideological and political work with artificial intelligence. Firstly, it elaborates on the relevant definitions; secondly, it analyzes the defects of applying generative artificial intelligence in ideological and political work; finally, based on the identified problems, it puts forward corresponding solutions to optimize the quality of ideological and political work.

Keywords: Generative artificial intelligence; Transformation of ideological and political work; Digital empowerment; College counselors

Online publication: December 31, 2025

1. Introduction

Generative artificial intelligence is the most transformative technical means affecting the current field of education. The report to the 20th National Congress of the Communist Party of China clearly states that we should promote the digital reform of education and build a learning society and a learning power for all people's lifelong learning. In this context, universities, as positions for cultivating compound high-quality talents, should actively respond to the national call, innovate the paths and methods of ideological and political work with the help of artificial intelligence, and reshape the traditional paradigm of ideological and political education. However, according to practical investigations and statistics, it is found that generative artificial intelligence has various problems in the application process, such as value deviation in the design of value-oriented tasks and difficulty in deeply empathizing with students' ideological emotions. Therefore, based on the opportunities and challenges of empowering the transformation of college counselors' ideological and political work with

generative artificial intelligence, this study actively explores the transformation paths of artificial intelligence in college ideological and political work.

2. Elaboration of relevant definitions

2.1. Generative artificial intelligence

Generative artificial intelligence is an important branch of the artificial intelligence field. Compared with traditional artificial intelligence, this type is a technology that independently generates content such as text, images, sounds, videos, and code based on algorithms and models. Generative artificial intelligence has strong generation and logical analysis capabilities. It can grasp the inherent laws of things on the basis of learning databases and generate logical and coherent new content according to the data input by users. Normally, the use of artificial intelligence relies on multimodal models, which can realize the generation and output of heterogeneous data according to users' actual needs.

2.2. Ideological and political work of college counselors

College counselors are organizers, implementers, and instructors of students' daily ideological and political education and management work. Carrying out the ideological and political work of college counselors can help students establish a correct world outlook, outlook on life, and values. There are mainly two forms of carrying out ideological and political work of college counselors. First, daily work: through organizing class meetings and Party and League activities, integrate the Party's theoretical knowledge and socialist core values into them, and enable students to imperceptibly establish correct values in the process of education in a vivid, interesting, rich, and lively way. Second, targeted educational counseling: as complete and independent individuals, college students have certain differences in ideology, emotion, and personal development. Traditional daily work is difficult to cover the actual development of each student. Through targeted educational counseling, the timeliness and effectiveness of communication with students can be enhanced, and the actual effect of ideological and political work can be further improved.

Therefore, based on the above content, the two have strong compatibility. Integrating generative artificial intelligence into the ideological and political work of college counselors can gradually derive a new type of work mode integrating digital and intelligent technologies, improve the accuracy of ideological and political education, and create diversified educational scenarios. In addition, it can transform college ideological and political education from passive acceptance to active thinking and debate, meet the increasingly diversified and personalized ideological and political learning needs of college students, and thus better implement the educational goal of fostering virtue through education. Therefore, applying generative artificial intelligence to the ideological and political work of college counselors not only responds to national education policies and improves the accuracy of intelligent collaborative education, but also realizes the transformation of college counselors' ideological and political work.

3. Problems in the application of generative artificial intelligence in the transformation of ideological and political work

3.1. Value deviation of generated content

The content generated by generative artificial intelligence is closely dependent on the original content of the database. After integrating user input and subsequent processing and optimization, the output answers are

formed. Therefore, the original data of the database and data crawling methods directly affect the model's learning and the generation style of the final results. Thus, the political stance of database collectors and artificial intelligence model designers affects the values of the generated content. Through investigation, it can be found that generative artificial intelligence, represented by ChatGPT and DeepSeek, is mostly developed by world-leading technology enterprises and scientific research institutions, including Western companies such as Google, OpenAI, and Microsoft, as well as Chinese enterprises such as Tesla, Huawei, and Tencent. These enterprises have also input their own cultural concepts and values when improving generative AI models. When counselors use artificial intelligence to generate content related to ideological and political work, it is easy to produce specific political positions and cultural content. These cultural contents are inconsistent with China's values and seriously affect the quality of ideological and political education.

3.2. Difficulty in deeply empathizing with students' ideological emotions

Compared with the single implementation mode of traditional ideological and political work, generative artificial intelligence is more efficient. However, according to investigations and statistics, although generative artificial intelligence represented by DeepSeek is rich in content and improved in efficiency, it inevitably has problems such as bias and excessive rationality, and cannot truly resonate with students emotionally. For example, a teacher asked generative artificial intelligence for help to solve students' social problems, but only 1/4 of the content submitted by the artificial intelligence was emotional comfort, while the rest were rigid theoretical analysis and general suggestions, such as "actively communicate with roommates" and "take the initiative to participate in school social activities." Such general and universal suggestions cannot really make students recognize and apply them, and ultimately affect the efficiency of ideological and political work. Therefore, artificial intelligence is actually difficult to replace the activities and status of counselors in ideological and political work^[1].

3.3. Excessive dependence on artificial intelligence

Through investigation and statistics, it is found that some college counselors have developed a dependent psychology on artificial intelligence. From the perspective of pedagogy and psychology, the reason why college counselors are dependent on artificial intelligence is that, in the context of the fast-food era, it is difficult for college counselors to calm down to think about and solve problems, while the answers generated by artificial intelligence are in line with the current fast-food social background. At the same time, excessive use of artificial intelligence will produce a kind of behavioral habit and thinking inertia, and then form a vicious circle of artificial intelligence use. Excessive dependence on artificial intelligence will also bring data security risks, such as student data leakage, which will cause serious social problems if used by people with ulterior motives.

4. Paths to empower the transformation of college counselors' ideological and political work with generative artificial intelligence

4.1. Rational selection of artificial intelligence and improvement of counselors' ideological and political management methods

To effectively solve the current problem of value deviation in generated content, college counselors should start from two aspects: rational selection of artificial intelligence and improvement of ideological and political management methods, so as to effectively curb the generation of wrong values from the source and application channels.

On the one hand, rational selection of generative artificial intelligence is required. First of all, it is necessary to strengthen the connection between universities, technology enterprises, and the government, and support scientific research institutions to actively explore cutting-edge technologies of generative artificial intelligence with human resources. Scientific research institutions should introduce digital technology talents of the university to build an artificial intelligence database in line with China's socialist core values, so that the corpus and fragmented data used by artificial intelligence have correct values. At the same time, through industry-university-research cooperation, the artificial intelligence designed by research institutions is actually applied to the ideological and political work of college counselors, and the technical defects and value problems of the generative artificial intelligence are found, so as to solve the problems in a timely manner and further improve the artificial intelligence to provide strong technical support for college ideological and political work.

On the other hand, artificial intelligence should be used to improve the ideological and political management mode of college counselors. This management mode requires college counselors to reasonably screen artificial intelligence content when using it, and build an “artificial intelligence + college counselors” ideological and political work system. First, innovate the methods of ideological and political management work. Compared with the traditional oral explanation of ideological and political knowledge, college counselors use artificial intelligence to create a realistic and perceptible ideological and political class meeting education for students. Students feel real ideological and political events and cases in real scenarios, and enhance their recognition of socialist core values and national policies. In addition, teachers use the school-family-society collaborative platform to create a flexible space for students' ideological and political practice activities, and use generative artificial intelligence to design the process of practical activities to ensure the safety and feasibility of the activities. Second, strengthen counselors' ability to use artificial intelligence. To effectively avoid the generation of ideological and political content with value deviation in the process of using artificial intelligence, it is necessary for counselors to play their own control role. Universities should build a multi-level and comprehensive training system for college counselors' application of artificial intelligence technology, and stimulate counselors' subjective initiative in digital technology. Based on the current situation of ideological and political management work of the university, universities should invite experts and scholars to give lectures on campus, change the work concept of college counselors with real ideological and political management cases, and improve counselors' cognition and application ability of digital technology through the “theory + practice” method. At the same time, it is necessary to timely explain and update China's socialist core values, the Party's policies and guidelines, laws and regulations, and other relevant contents to ideological and political counselors, so as to ensure that counselors can accurately screen artificial intelligence content. In addition, it is necessary to build a generative artificial intelligence evaluation system, and include the frequency and quality of college counselors' application of artificial intelligence in ideological and political work into the assessment and evaluation. For outstanding counselors, universities should upload their application experience to the online staff platform to encourage other counselors to learn from them ^[2].

4.2. Constructing a humanistic ideological and political system and promoting the combination of technology and humanistic care

In view of the current emotional deficiency of artificial intelligence, college ideological and political counselors should strive to create a two-way empowerment education mode of “technology empowerment + humanistic care,” which can not only make students feel the speed and convenience brought by technology, but also make them feel the warmth and resonance given by real emotions. Based on this, the following strategies are mainly

put forward:

First, use artificial intelligence to build a 24-hour psychological counseling software. College counselors build student growth files by class, which can collect students' behavior tracks, consumption records, psychological status, online words and deeds, and heart-to-heart talk records in real time. Based on the above data, generative artificial intelligence generates a refined and three-dimensional ideological and political management work plan for college counselors. For example, a student's consumption records show that the student's consumption level is low, and he is alienated from his classmates. Based on the above data analysis, artificial intelligence judges that the student may have family financial difficulties and generates a draft of conversation for counselors according to the student's personality characteristics and daily performance. In addition, the 24-hour psychological counseling software can also build a comprehensive psychological counseling system of "school + family + society," which can form a collaborative force of school, family, and society. For example, if a student has problems with ideological and political values and still fails to correct his own views after the counselor's management work, the psychological counseling mechanism will upload the student's situation to other educational institutions and realize precise guidance through differentiated education. Let students realize the transformation and correct establishment of values through a comprehensive and specific educational environment. After the handling of the student's case, the generative artificial intelligence will automatically integrate the student's education path as an educational case of the educational institution to enrich the database of artificial intelligence^[3].

Second, strengthen the training of counselors and enhance their ability of interpersonal resonance and empathy. The emotional expression of generative artificial intelligence is essentially the algorithm's imitation of emotional language. Therefore, machines cannot create emotions, but only reconstruct language based on their own corpus. No matter how generative artificial intelligence is used for psychological counseling, there will be problems of emotional alienation. Therefore, it is necessary to strengthen the training of counselors and give play to their unique vitality and humanistic care role. On the one hand, it is necessary to strengthen counselors' communication skills. For students with different problems, appropriate language and expression methods should be selected; on the other hand, it is necessary to improve counselors' activity design ability. With this ability, more opportunities for communication and discussion with students can be created, and students can adjust their emotions in a relaxed and pleasant atmosphere, so as to establish a deep teacher-student emotional bond.

4.3. Actively carrying out ethical supervision and ensuring the independence of counselors' work

The inherent coldness and dehumanization characteristics of generative artificial intelligence technology require counselors to maintain their own independence when carrying out warm ideological and political management work, and control the theoretical boundary between humans and technology, so as to ensure the high-quality development of management work.

On the one hand, it is necessary to improve the reward and punishment mechanism for college counselors' ideological and political management work, and restrict counselors' concept and behavior of skill use. The reward and punishment mechanism clearly stipulates the scope and frequency of the use of generative artificial intelligence, and requires counselors, as the core of ideological and political management work, to always maintain their own independent judgment and decision-making ability. For counselors who use generative artificial intelligence in violation of regulations, university management should impose penalties, and those who

are serious should be dismissed. At the same time, a dynamic supervision mechanism should be constructed, requiring university management and decision-makers to set up an independent artificial intelligence supervision committee, investigate students' satisfaction with college counselors' ideological and political management work through anonymous questionnaires, and correctly grasp the work situation of counselors to ensure that their technology use complies with the specified requirements.

On the other hand, in view of the leakage risks in the process of using artificial intelligence, college counselors should build an artificial intelligence privacy protection system. When using generative artificial intelligence for ideological and political management work, it is necessary to clarify which data can be used and uploaded, and which data are prohibited from being used. At the same time, firewalls, blockchains, and other security protection technologies should be used to protect students' data security.

5. Conclusion

In summary, with the comprehensive arrival of the intelligent era, human-machine collaboration has become an important means and method of university education management. The ideological and political work of college counselors should be transformed based on generative artificial intelligence, reposition counselors' own roles and the boundaries of work content, break through the traditional model, and improve the quality and efficiency of ideological and political education. In the future, with the deeper application of artificial intelligence, college counselors should actively explore other paths and methods of empowering ideological and political work with artificial intelligence, and calmly respond to the challenges of education management brought by digital technology reform through teaching students in accordance with their aptitude and method guidance.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Zhao K, Mao X, Liu M, 2025, Practical Exploration on Generative Artificial Intelligence Empowering the Transformation of College Counselors' Ideological and Political Work. *The Guide of Science & Education*, (21): 19–21.
- [2] Li X, Deng Y, Dong G, 2025, Challenges and Countermeasures of Generative Artificial Intelligence Empowering College Ideological and Political Work. *Journal of Hubei Open Vocational College*, 38(10): 165–166 + 169.
- [3] Lv P, Zhang X, 2025, Research on Strategies of Generative Artificial Intelligence Empowering College Counselors' Work. *Journal of Henan Institute of Science and Technology (Social Sciences Edition)*, 45(4): 57–64.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.