RESEARCH ARTICLE

Innovating Internet+ Education for College Student Members of the Communist Party of China in the Context of Major Public Health Emergency

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Abstract

In the post-COVID-19 era, the education of Communist Party of China members among college students continues to face evolving challenges and opportunities. This paper examines the sustained integration of the Internet with Party member education in colleges as a means to maintain flexibility, enrich educational content, and enhance engagement. The "Internet + education" model, which gained prominence during the pandemic, remains a vital tool for overcoming spatial and temporal constraints in education. However, as the pandemic has subsided, new challenges have emerged, including the need to build high-quality online resources, ensure alignment between educational supply and student demand, and leverage advanced data analytics for continuous improvement. By addressing these areas, Party member education can adapt to the changing digital landscape and better meet the needs of college students. Our findings suggest that a strategic combination of well-developed online resources, personalized learning pathways, and data-driven strategies can modernize Party member education, offering valuable insights for policymakers and educators in a post-pandemic context.

1 Introduction

In the post-COVID-19 era, while public health measures such as minimizing large gatherings have become less stringent, their influence has reshaped traditional approaches to training and education. This transition presents new challenges and opportunities for the education of college student members of the Model Chinese Communist Party Committee (MCPC) [1]. A critical question now is how to leverage not only the internet and online education but also cutting-edge technologies, particularly artificial intelligence (AI), to effectively advance the training and development of MCPC members in colleges and universities [2–4].

AI has the potential to revolutionize MCPC education by providing intelligent and adaptive learning platforms that personalize content delivery to meet individual learning needs [6, 7]. AI-driven analytics can identify gaps in student understanding, suggest tailored educational resources, and enhance engagement through interactive learning modules. Additionally, natural language processing (NLP)

technologies can facilitate automated feedback on assignments and discussions [8, 9], enabling more efficient communication between educators and students.

Furthermore, AI can support the management of grassroots Party affairs by automating administrative tasks, monitoring learning progress through data-driven insights, and predicting future educational needs [10–12]. For instance, AI-powered sentiment analysis can gauge students' engagement and motivation, offering actionable insights for educators to improve training quality and relevance [13, 14].

This paper explores how internet-based education can address the limitations of traditional MCPC training methods. By integrating these advanced tools, institutions can build a more flexible, scalable, and effective training framework that not only meets the current needs of MCPC members but also prepares them for future leadership roles within the Party.

2 Opportunities for MCPC education of college students from the perspective of 'Internet +'

As a national strategic initiative, 'Internet +' has not only catalyzed the emergence of new business models within the economic sector but also introduced significant opportunities for reforming China's educational system[15, 16]. The profound integration of the Internet with the cultivation and education of college student members of the Model Chinese Communist Party Committee (MCPC) transcends traditional time and spatial boundaries. This integration enriches the diversity and formats of educational content, invigorates the learning environment, and enhances the scope, precision, and impact of the cultivation and education processes for college student MCPCs.

2.1 'Internet +' helps to 'broaden' the training and education of college student MCPCs

The traditional approach to cultivating and educating college student members of the Model Chinese Communist Party Committee (MCPC) predominantly relies on classrooms, books, and student activities, with its effectiveness significantly influenced by factors such as venue availability, personnel, and timing. The advent of 'Internet +' leverages its distinctive attributes of immediacy, mobility, and openness to overcome the constraints imposed by the spatial and temporal limitations of conventional MCPC education and training modalities, thereby facilitating a shift towards the regularized centralization of training

efforts. Through the utilization of applications such as 'Xuexiqiangguo' and 'Dangjianzaixian', alongside platforms like QQ groups and WeChat groups, college student CPC members are empowered to capitalize on sporadic moments for 'learning at their fingertips'. This methodology enables the disaggregation of comprehensive political theory knowledge of the CPC into manageable segments for study at any time and place, fostering a culture of consistent and eager learning, and establishing routine segmented learning practices. Thus, the extent of network development directly correlates with the accessibility and scope of learning and education for college student MCPC members.

2.2 'Internet +' helps to 'improve accuracy' in the training and education of college student MCPCs

The Internet furnishes real-time, high-quality, and extensive resources for the learning and education of college student members of the Model Chinese Communist Party Committee (MCPC). For these students, the Internet facilitates a dual advantage: firstly, it allows them to select learning materials based on personal interests and priorities, and secondly, it enables them to identify and address their knowledge gaps. Unlike the relatively static content found in traditional MCPC education and training, online education platforms can somewhat gauge the current state and trends in college student MCPC education. They can accurately assess the collective needs and individual differences of students, thereby significantly enhancing the foresight and predictability of MCPC education. Through big data analysis, correlation, and mining, these platforms can improve the specificity and relevance of the educational content, achieving a more tailored and precise educational experience.

2.3 'Internet +' helps college student MCPCs cultivate and educate 'strength'

The Internet enables the online dissemination of learning resources, interactive learning and discussion forums, real-time feedback on new experiences, and digital tracking of learning progress. On one hand, the Internet, through diverse mediums such as videos, voice recordings, images, and text, significantly enlivens the theoretical content that might otherwise be perceived as mundane. This approach greatly boosts the engagement and enthusiasm of college Model Chinese Communist Party Committee (MCPC) members in their learning journey, thereby increasing the appeal and attractiveness of MCPC education. On the other hand, it provides digital support for

monitoring and assessing the learning progress and achievements of college student MCPCs. Data research and analysis enable the identification of students with slower learning progress or lesser learning achievements. These students can be promptly notified, facilitating a shift in MCPC education from a broad management approach to a more precise and targeted management style.

3 Challenges faced by the cultivation and education of college student MCPCs from the perspective of 'Internet +'

Due to the Internet's inherent secrecy and complexity, it is a repository of diverse information and ideologies presented in various forms, making the task of ideological guidance increasingly challenging. Consequently, the education and training of college student members of the Model Chinese Communist Party Committee (MCPC) encounter numerous obstacles, posing significant challenges to the cultivation of their ideals, beliefs, party spirit, and sense of purpose.

3.1 Fragmentation and decentralization of network information

In the era of Internet and big data, information exchange and dissemination are characterized by their freedom, speed, and openness. Information resources often exhibit fragmented and decentralized traits, lacking systematic coherence and completeness. Furthermore, some information resources can be somewhat misleading, complicating the process of making informed judgments. Utilizing Internet platforms for the training and education of college student members of the Model Chinese Communist Party Committee (MCPC) necessitates that party workers possess proficiency in network information technology and effectively filter information resources. This requirement adds complexity to the construction and management of the Communist Party of China (CPC).

3.2 Complex ideological struggle on the Internet

In the 'Internet +' era, the infiltration of Western ideologies into China's mainstream thought has become a significant concern. The Internet has emerged as a medium through which Western hostile forces attempt to influence the ideologies of colleges and universities. Certain individuals, disregarding truth and justice, manipulate information to criticize the socialist system with Chinese characteristics,

politically discredit China, and spread slanderous content online, including the 'China Threat Theory' and other false accusations against China. These actions aim to dominate the ideological sphere of higher education institutions and influence the thoughts of college students. Addressing how college student members of the Model Chinese Communist Party Committee (MCPC) can reinforce their ideals and beliefs in such a complex environment poses a new challenge to their training and education in the 'Internet +' era.

3.3 Effectiveness of Education

Traditional education and training for the Model Chinese Communist Party Committee (MCPC) members at colleges are predominantly conducted offline. This face-to-face interaction between educators and college student MCPC members facilitates genuine listening, thinking, and emotional engagement, enhancing the depth of emotional communication. While online learning, enabled by the 'Internet +', transcends temporal and spatial constraints, it also has drawbacks. Students with poor self-discipline may treat online learning merely as a formality. The phenomena of 'time-padding' and 'point-chasing' are not uncommon, which substantially diminish the efficacy of the training and educational programs.

4 Strategies for the education of college student MCPCs from the perspective of 'Internet +'

In alignment with the strategic objectives set forth in China's Educational Modernization 2035, the implementation of 'Internet +' education for college Model Chinese Communist Party Committee (MCPC) members is an essential requisite for enhancing the quality of Party building in universities in the contemporary era. Effective education for college student MCPCs in this new era can only be achieved by seamlessly integrating modern information technologies with MCPC educational practices. This integration should focus on the development of online resources, be driven by the alignment of supply with demand, and be underpinned by comprehensive data tracking mechanisms. These elements together will ensure the robust execution of 'Internet +' education for college student MCPCs.

4.1 Adhere to 'content is king' and focus on the construction of network resources

The construction of network resources is central to the 'Internet +' education of college student

members of the Model Chinese Communist Party Committee (MCPC) in universities, serving as a critical determinant of its quality. To achieve excellence, it is crucial to maintain professional authority in content quality, ensure rapid and streamlined communication, and promptly disseminate key directives and updates on Party building trends. Additionally, sharing achievements in Party building in formats appealing to college students is essential. Adopting a thematic orientation, focusing on timely topics, and employing a serialized breakdown of comprehensive information are vital strategies. Regular updates to the content in the resource database are necessary to keep the information progressive. By leveraging these rich online resources, college student MCPCs can engage in on-demand learning, effectively transforming the traditional educational methodologies used in MCPC classrooms.

4.2 Adhere to the 'demand orientation' and driven by the adaptation of supply and demand

The educational requirements set by the CPC Central Committee for college student members of the Model Chinese Communist Party Committee (MCPC) can be precisely delineated through the examination of pertinent documents. However, the educational and training needs of MCPC members often represent an area that can be inadvertently overlooked by Party workers. By employing online questionnaire surveys, identifying areas of interest, evaluating course feedback, and facilitating interactive communication, it's possible to grasp the educational desires and concerns of college student MCPC members through data analysis. Utilizing this insight for scientific delineation of priorities allows for a tailored, principle-flexible approach that accommodates individual differences. This approach enables educators to effectively address the queries, alleviate the concerns, and resolve the challenges faced by students. Such a strategy shifts away from the ineffective 'spoon-feeding' method, significantly enhancing the efficiency and impact of MCPC education and training among college students.

4.3 Adhere to 'strengthen feedback' and take data analysis as the guarantee

Data analysis is a crucial component of network information metrology. By observing, collecting, analyzing, and organizing background data, it is possible to comprehend the ideological levels, learning situations, and party spirit cultivation of all college student members of the Model Chinese Communist Party Committee (MCPC). This provides digital support for assessing the learning achievements of college student MCPCs and optimizes the team construction mode at the provincial level, transitioning from broad management to precision management. This approach enhances daily supervision and process management to some extent, thereby extending and deepening the comprehensive and strict governance of the Communist Party of China (CPC).

5 Conclusion

With the swift advancement of information technology, the Internet has significantly transformed people's ideological perceptions and behaviors. Leveraging the convenience, immediacy, scalability, and inclusivity of the Internet is vitally important for forging new pathways in the education of college student members of the Model Chinese Communist Party Committee (MCPC) in the contemporary era.

Conflicts of Interest

The authors declare no conflicts of interest.

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