

Research on the Enhancement of Student Work Competence in the Digital Age: A Case Study of Universities Affiliated to Zhejiang Province

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Abstract: *In the context of the rapid advancement of digitalization, the student affairs in institutions of higher education have encountered novel opportunities, while simultaneously being confronted with a succession of challenges. Student affairs workers in universities and colleges should be perceptive in discerning these changes, respond to them in a rational manner, and proactively utilize digital technologies to conduct ideological and political education. Against this backdrop, this paper delves into the challenges that student affairs workers face in their ideological and political work, and puts forward approaches to enhance their professional capabilities. By forging a new digital educational realm, establishing a new digital educational platform, and devising new digital educational methodologies, impetus can be provided for students' growth and attainment of excellence. In the digital era, when dealing with student affairs, it is of utmost significance to remain true to the original aspiration of education. There should be a continuous improvement in the capacity to manage student affairs, integrating the traditional strengths of ideological and political education with new media and advanced technologies. This will contribute to enhancing the relevance and efficacy of ideological and political education, thereby providing comprehensive support for students' holistic development.*

Keywords: Digitalization, Student Work Competence, Universities Affiliated to the Province.

1. Introduction

The report of the 20th National Congress of the Communist Party of China pointed out that “we will promote digital education and develop a learning society and a learning nation where everyone engages in lifelong learning” [1]. General Secretary Xi Jinping emphasized that “digital education represents an important breakthrough for China to open up new frontiers in educational development and foster new strengths in this regard. Further advancing digital education can effectively support personalized learning, lifelong learning, the wider availability of high - quality educational resources, and the modernization of education” [2]. Counselors are the backbone of carrying out ideological and political education among college students, and they are the organizers, implementers, and instructors of the daily ideological and political education and management of college students. Counselors should strive to become the life mentors for students' growth and success and the confidants for their healthy lives. This requires counselors to adapt to the changes of the times and continuously improve their ideological and political education work capabilities.

Research on the augmentation of students' work capabilities within the digital - era context proves conducive to a more astute grasp of the zeitgeist and the facilitation of students' holistic development. In light of the prevailing circumstances, the digital age has bestowed numerous conveniences upon student work. Plentiful online resources furnish a wide array of educational materials for student work, and online communication platforms have shattered the temporal and spatial constraints, rendering the communication between student workers and students more expeditious and efficient. For instance, via social media platforms, student workers are enabled to expeditiously issue announcements, disseminate information, and remain apprised of students' ideological inclinations and living circumstances at all times.

2. Challenges Faced by Student Work in the Digital Age

The advent of the digital age has disrupted some traditional ways of working, studying, and living, bringing new challenges to the work of college counselors. At present, the ability to handle student work has also revealed some problems in the digital age. Some student workers lack digital literacy and have difficulty skillfully using digital tools to carry out their work. When faced with a vast amount of online information, they lack the ability to effectively screen and integrate it, and cannot accurately convey valuable information to students. At the same time, there is a lag in the digital transformation of the student work model. Traditional work mindsets and methods still dominate, and the advantages of digital technology have not been fully utilized.

2.1 Challenges to Ideological Security

General Secretary Xi Jinping pointed out, “Whoever masters the Internet seizes the initiative of the times; whoever despise the Internet will be abandoned by the times.” In the current digital wave, digital platforms and tools such as the Internet and AI have constructed a grand melting pot that converges diverse information and interactive ideological cultures. For the ideological and political education work in colleges and universities, this is undoubtedly a double - edged sword. On the one hand, hostile forces may use Internet platforms, digital tools, virtual technologies, etc. to infiltrate ideology, attempting to disrupt and reshape the worldviews, outlooks on life, and values of college students. On the other hand, with the wide spread and application of new media on the Internet, the traditional pattern of “unary dominance” in public opinion has been completely overturned. Many negative and extreme voices can more easily interfere with the stable position of the mainstream ideology.

2.2 Challenges to the Influence of Student Work

In the digital age, information sources are diversified, information acquisition is made convenient, and information spreads rapidly. Everyone can learn at any time and in any place. Students no longer rely solely on the classroom. The ideological and political education in traditional classrooms tends to repetitively transmit knowledge content, resulting in a decline in the appeal and attractiveness of ideological and political education in universities. This poses a challenge to the trust in university ideological and political education and also to the influence of counselors. Counselors need to adopt methods that students love to see and hear to carry out ideological and political education and value orientation, effectively enhancing the effectiveness of ideological and political education. This is mainly manifested in the following three aspects: First, as the core of digital technology, the Internet's "decentralized" characteristic weakens the counselor's influence in the online world, blurring the boundary between educators and educatees. Second, digital technology has broadened students' channels of information acquisition, breaking the "information monopoly" of traditional ideological and political education. Sometimes, students even have more information than counselors. At the same time, the objects of students' ideological and emotional exchanges have become more diverse. Besides counselors, students choose to express comments or vent emotions on Internet platforms for ideological and emotional communication. Third, the rapid development of digital technology, especially personalized recommendation technology, makes it easier for students to fall into the "information cocoon," solidifying their cognition and, to some extent, limiting the influence of counselors.

2.3 Challenges to Counselors' Digital Literacy and Competence

Digital literacy and competence encompass digital awareness, computational thinking, and digital learning and innovation capabilities. In the digital age, counselors' digital literacy is crucial for improving the quality of ideological and political education in universities. To seize digital opportunities and address the challenges brought about by digitalization, counselors need to possess digital thinking and capabilities, and develop good digital literacy and competence. On the one hand, the disciplinary backgrounds of counselors mostly concentrate in social science fields such as ideological and political education, education, psychology, and management, with few venturing into computing and information fields. This leads to insufficient cultivation of computational thinking and data thinking, and a lack of proficiency in applying digital technologies. On the other hand, there is a lack of digital technology content in counselors' professional training, and there is a scarcity of specialized and systematic digital ability training. The insufficient digital literacy of the counselor team has become a key bottleneck restricting the high - quality development of their work in the digital age.

The digital transformation also faces severe challenges in terms of digital information security, accuracy, and other aspects. Some universities have problems such as formalistic promotion and blind following, resulting in a gap between the actual transformation results and the expected goals.

Therefore, in the process of promoting digital transformation, counselors should pay particular attention to the actual results of the transformation, apply information technology scientifically and rationally, and effectively manage information to ensure its security in all aspects. In addition, it is necessary to strengthen humanistic care and strive to minimize the potential negative impacts of technology on ideological and political work.

3. Approaches to Improving Student Work Competence in the Digital Age

3.1 Creating a New Digital Education Field

General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Universities that to do a good job in this area, we must adapt and innovate. The new digital education field significantly impacts the effectiveness of ideological and political education. Digital technology can optimize such education and aid counselors.

The construction of this new field has two main aspects. Firstly, use traditional educational methods. Counselors communicate with students face - to - face in one - stop communities and psychological counseling stations, and go deep into classrooms and dormitories. Meanwhile, new technologies offer convenience. For example, use DingTalk and Internet of Things facilities to build ideological and political education platforms, allowing students to handle affairs online. This helps counselors understand students better. Secondly, counselors should utilize the data - resource - package advantages driven by digital technology. Build a "platform + technology front - end + ideological and political education" ecological field and promote digital governance for ideological and political education. Big data helps understand students' characteristics and changes, enabling "one - student - one - strategy" and "student digital portraits" for customized teaching. A university uses AIGC technology to develop a digital twin large - screen, presenting various data. Teachers and students create virtual twins of campus spaces, forming a digital scene matrix centered on the online ideological and political center, breaking spatial barriers in ideological and political education.

3.2 Establishing a Novel Digital Education Platform

"Yiban" platform, they can meticulously construct a convenient educational service system that integrates diverse educational resources. Moreover, it is essential for them to establish a community that fosters emotional connection and mutual learning support. In this context, they should actively explore innovative methodologies for ideological and political education and encourage students to articulate their perspectives, thereby facilitating students' holistic development.

The "Yiban" platform has the potential to erect an open and equitable communication bridge. This bridge enables the effective conveyance of school policies and significantly contributes to the enhancement of teaching and management efficiency. Through the implementation of the "Diversified Yiban Collective Culture" project, which is characterized by well - defined themes and rich content, it promotes in - depth

interaction and integration among diverse ideological perspectives and various stakeholders. Consequently, “Yiban” is envisioned to be transformed into a venue conducive to students’ academic advancement, a sanctuary for their psychological well - being, and a realm for their spiritual sustenance, thus fully actualizing its educational and nurturing functions [4].

Furthermore, considering the imperative need for a more streamlined and efficient student - work mechanism, it is crucial to construct a new integrated student - work system. Particular emphasis should be placed on the scientific utilization of “Yiban” big - data resources to enhance the quality of ideological and political education for college students. To augment students’ engagement with “Yiban”, the popular blogs of college counselors, their extensive experience in educational management, and their remarkable achievements in student - work endeavors should be fully exploited. Outstanding counselors should be entrusted with responsibilities and be encouraged to actively voice their professional insights.

In addition, college counselors need to organize a “Yiban” student online self - education team. This team should consist of student cadres, Party members, and theoretical learning backbones who are well - versed in the characteristics of college life, possess a profound understanding of students’ needs, and are proficient in the language used by the student body. Furthermore, it should incorporate outstanding students who have demonstrated excellence in academic research, cultural pursuits, and sports. Relying on the inherent advantages and proactive initiatives of these student backbones, the advancement of online ideological and political education can be effectively promoted.

3.3 Pioneering Novel Approaches in Digital Education

In the contemporary landscape where higher education is experiencing widespread dissemination, the significance of college counselors has escalated to an unprecedented level. College counselors assume a dual - role, not merely acting as the trustworthy companions in students’ academic pursuits and daily routines but also serving as the visionary guides steering students through their journey of growth. In recent times, a revolutionary concept of an AI - enabled counselor has emerged on the college and university scene, rapidly emerging as a transformative force in fostering students’ development. The integration of “AI and Ideological and Political Education” ushers in uncharted territories for the application of technology within the realm of education.

When bolstered by AI, college counselors are equipped to respond to students’ recurring queries and those concerning policies across multiple departments with heightened authority and efficiency. This technological assistance liberates counselors from the burden of repetitive information dissemination, allowing them to allocate more of their precious energy, time, and attention to engaging in individualized, one - on - one dialogues with each student. These in - depth conversations delve beyond the surface of problems, addressing the core needs of students, such as emotional expression and academic challenges that often lie beneath the visible issues.

A certain provincial - affiliated university in Zhejiang Province has embarked on an innovative initiative of “AI + Ideological and Political Education,” leveraging data to drive a pivotal transformation in ideological and political education endeavors. This initiative capitalizes on the precision - focused ideological and political education integrated platform, as well as the student education and management policies formulated by various departments, to create a comprehensive corpus. From this foundation, the university has independently developed an “Avatar of Counselor,” essentially an AI - powered counselor, modeled closely after real - life counselors.

This AI counselor is not merely a single - faceted digital assistant but a versatile tool that can replicate the counselor’s capabilities across diverse specialized areas. It serves as a multi - faceted support system, offering invaluable services in areas such as career guidance, where it can provide in - depth insights into different career paths, industry trends, and job - hunting strategies; academic guidance, assisting students in formulating study plans, understanding complex course materials, and overcoming academic obstacles; and one - on - one heart - to - heart conversations, emulating the empathetic and understanding nature of a human counselor. By embodying the role of an “intimate big brother” to students, the AI counselor showcases the groundbreaking application of technology within the educational domain. It not only represents a technological innovation but also signals a significant shift in the educational paradigm, demonstrating that technology can transcend its traditional perception as a cold, mechanical tool and instead evolve into a warm, empathetic, and supportive companion in the educational journey.

As technology continues to progress at an exponential pace and its application scenarios expand across various educational contexts, the role of AI counselors in the educational landscape is poised to become even more integral. The potential of technology - enabled education is vast and brimming with possibilities. We anticipate that AI technology will bring about a plethora of positive changes and opportunities for the education sector. For instance, it could play a more proactive role in assisting students with comprehensive learning planning, tailoring personalized strategies based on individual learning styles, strengths, and weaknesses. In the realm of career planning, AI could offer in - depth career analysis, matching students’ skills and interests with suitable career paths, and providing real - time information on job market trends. Additionally, in fostering students’ interests, AI - powered platforms could recommend relevant extracurricular activities, courses, and resources, thereby enriching students’ overall educational experience.

However, as we embrace the potential of AI technology in education, it is of utmost importance that users remain vigilant about the ethical and privacy implications associated with its use. Ensuring that AI applications in education adhere to strict ethical standards and robust privacy protection measures is essential. This not only safeguards the rights and well - being of students but also guarantees the sustainable and responsible development of technology - enhanced education, enabling it to thrive in a manner that is both efficient and compliant with legal and ethical requirements.

3.4 Diversifying New Modalities of Digital Education Assessment

As the carriers of ideological and political education content and the connectors between the subjects and objects of ideological and political education, counselors can benefit from applying digital educational evaluation methods to their work. This helps counselors optimize educational content and enhance the effectiveness of education. The ideological and political education course is a fundamental course that guides the growth and development direction of college students. Using formative academic evaluation to assess college students' learning in ideological and political education courses, understand their actual learning situations, continuously stimulate their internal potential, and enhance their learning interest is an important part of the current construction of ideological and political courses [3]. Formative academic evaluation emphasizes process - orientation and continuity. It highlights that academic evaluation is a gradually developing process, which is reflected in the "Digital Portrait" module of the student intelligence management system. Teachers and students can view students' growth paths and trajectories in real - time, and receive real - time warnings regarding information such as class absences, credit - point - based awards and evaluations, and the entire process of Party member development. Adopting digital educational evaluation methods is conducive to accurately depicting students' growth portraits. Counselors can then formulate "one - student - one - file" assistance plans to provide targeted help to students in need.

By closely monitoring students' learning processes, educators can identify areas where students are excelling and those where they may be struggling. This, in turn, enables them to tailor teaching strategies to meet the specific needs of individual students. Formative academic assessment is characterized by its focus on the process and its continuous nature. It recognizes that the assessment of academic performance is not a one - time event but rather a dynamic and evolving process that unfolds over time. This concept is vividly illustrated in the "Digital Portrait" module of the student intelligent management system. This module serves as a digital archive, meticulously documenting students' growth paths and trajectories. It provides a real - time, detailed account of students' academic journey, from their daily attendance records to their performance in various courses, and even their progress in non - academic aspects such as their eligibility for awards, evaluations, and the process of Party member development. Both teachers and students have the ability to access this information in real - time. For students, it offers a clear view of their own development, allowing them to reflect on their learning strategies and make necessary adjustments. For teachers, it provides a valuable tool for monitoring students' progress and intervening when necessary. For instance, the system can issue real - time warnings regarding issues such as student truancy, which can have a detrimental impact on their academic performance.

It can also keep track of students' credit - point - based awards and evaluations, ensuring fairness and transparency in the assessment process. In the case of Party member development, the system can monitor the entire process, providing valuable insights into students' political awareness and character

development. The adoption of digital educational assessment methods is instrumental in creating a precise and detailed portrait of each student's growth. By analyzing the data collected through this system, counselors can gain a deep understanding of each student's unique strengths, weaknesses, learning styles, and personal development needs. This knowledge empowers counselors to formulate highly targeted "one - student - one - file" assistance plans. These plans are designed to address the specific challenges faced by individual students, whether it's academic difficulties, personal growth issues, or other obstacles. Through these personalized plans, counselors can provide tailored support to students in need, ensuring that they receive the assistance they require to overcome their challenges and achieve their full potential. This approach not only enhances the effectiveness of educational support but also reflects the individualized attention and care that are essential in modern education.

In summary, within the digital era, profound transformations have taken place on both the supply and demand fronts of the work undertaken by college counselors. These changes have given rise to unprecedented opportunities and formidable challenges for the transitional development of counselors' professional roles. As astutely observed by experts, "key - to - key" interactions, despite their convenience, are inherently incapable of supplanting the depth and authenticity of "face - to - face" communication. Similarly, artificial intelligence, notwithstanding its remarkable capabilities, cannot fully substitute for the irreplaceable human touch and nuanced understanding that counselors bring to their work. Harnessing AI as a supplementary tool for counselors can liberate them from the drudgery of mundane, repetitive inquiries. This newfound freedom allows counselors to redirect their focus and energy towards fulfilling their core responsibilities, which are centered around the holistic development and mentorship of students. In the realm of innovating the work paradigm, it is imperative to comprehensively harness digital technologies to establish an intelligent student work framework. Big data analytics can be leveraged to conduct in - depth examinations of students' learning patterns, interests, and psychological conditions. This enables the provision of customized educational services and guidance tailored to individual students. For instance, through a meticulous analysis of students' academic data, areas of weakness in specific disciplines can be discerned. Subsequently, relevant learning resources and targeted tutoring recommendations can be expeditiously disseminated to students. Simultaneously, artificial intelligence technologies can be employed to develop an intelligent advisory system. This system is designed to offer students continuous, 24 - hour advisory services, addressing inquiries pertaining to academic pursuits, daily life, and mental well - being.

In the context of the digital age, enhancing students' working abilities requires the joint efforts of student affairs workers, schools, and students. Through various measures such as improving digital literacy, innovating work models, and cultivating students' digital capabilities, we can continuously adapt to the development needs of the digital age and create better conditions for students' growth and success. Student affairs workers should become important confidants for students to express and pour out their feelings freely. They should truly reach the hearts of students, be worthy of students'

trust, and make students willing to speak actively rather than passively obtaining students' information from some online platforms. This can promote students' physical and mental health and safeguard their growth. At the same time, student affairs workers need to continuously improve their ideological and political education capabilities, place subjective initiative above technology, handle the relationship between technology and education in student work, highlight the political nature, principles, and advancement of counselors' work, and better serve students' growth.

Project

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