

Exploring the Strategies of Carrying out Ideological and Political Education in University Libraries in the Era of Digital Intelligence

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Abstract—University libraries are an important battlefield for carrying out ideological and political education for college students. This article first analyzes the current situation of university libraries playing an educational role, and then elaborates on some problems in carrying out ideological and political education in universities. Finally, effective strategies for university libraries to carry out ideological and political education are proposed from the aspects of integrating ideological and political resources, building educational network platforms, constructing collaborative operation mechanisms, utilizing the network to transmit ideological and political culture, and creating "benchmark" student librarian services.

Index Terms—Digital Intelligence Era, University libraries, Ideological and political education, Internet Plus, Collaborative operation mechanism.

I. INTRODUCTION

General Secretary Jinping Xi pointed out at the National Conference on Ideological and Political Work in Higher Education Institutions that ideological and political work should be integrated throughout the entire process of education and teaching, achieving full and all-round education. He emphasized the need to use new media and new technologies to make work lively, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of the times and attractiveness. How to assist ideological and political education of college students is a practical issue that every university library worker must consider.

II. THE CURRENT SITUATION AND CHARACTERISTICS OF THE EDUCATIONAL FUNCTION OF UNIVERSITY LIBRARIES

University libraries should fully participate in talent cultivation work in universities, fully leverage the role of the second classroom, and adopt various forms to improve students' comprehensive quality [1-5]. The main functions of library education are knowledge education and cultural education based on literature and information resources, ability education through reader education and training, moral education through high-quality services and scientific management, and spiritual education through campus cultural activities. At present, the ideological and political education in university libraries has been reflected to a certain extent in the aforementioned educational processes, mainly through

the subtle implementation of ideological and political education for students.

III. THE MAIN PROBLEMS IN CARRYING OUT IDEOLOGICAL AND POLITICAL EDUCATION IN LIBRARIES

(1) *Inadequate understanding of the ideological and political education function of libraries.*

College students often believe that ideological and political education is only related to the ideological and political courses offered by schools, ideological and political teachers and counselors, and is almost unrelated to libraries; Librarians generally believe that their main responsibility is to serve faculty members in borrowing and returning books, manage reading and self-study rooms, and do their own job well. They do not believe that they have the function of ideological and political education.

(2) *Insufficient explicit ideological and political education, and unsystematic educational content.*

The function of ideological and political education in libraries is generally implicit, with incomplete literature and information resources in the field of ideological and political education. The content of ideological and political education is not systematic and cannot form a complete system, especially when it cannot be organically integrated with the ideological and political education in schools.

(3) *Insufficient integration with modern information technology, lack of sense of the times and attractiveness.*

In the new era of rapid development of science and technology, the fast-paced learning and life have changed the way information is disseminated. However, the ideological and political education in university libraries has not kept up with the pace of the information age, and the combination of "Internet+" and ideological and political education still needs to be further strengthened and continuously innovated.

IV. THE IMPLEMENTATION APPROACHES OF IDEOLOGICAL AND POLITICAL EDUCATION IN LIBRARIES IN THE ERA OF INTERNET PLUS

(1) *Relying on the advantages of information resources, integrating offline and online ideological and political education resources.*

Select paper reference materials and establish a "Column on Ideological and Political Education for College Students". University libraries can allocate dedicated shelves for books, journals, and newspapers closely related to ideological and

political education for college students in appropriate locations. Help students grasp the background and development of the theoretical system of socialism with Chinese characteristics, cultivate their ideological and political awareness, and improve the pertinence and timeliness of ideological and political education. [6] examined the development and refinement of possible mathematical models for the intellectual system of career guidance. Mathematical modeling of knowledge expression in the career guidance system, Combined method of eliminating uncertainties, Chris-Naylor method in the expert information system of career guidance, Shortliff and Buchanan model in the expert information system of career guidance and DempsterSchafer in the expert information system of career guidance method has been studied. [7] discussed that according to the observations in this paper, an existing mathematical model of banking capital dynamics should be tweaked. First-order ordinary differential equations with a "predator-pray" structure make up the model, and the indicators are competitive. Numerical realisations of the model are required to account for three distinct sets of initial parameter values. It is demonstrated that a wide range of banking capital dynamics can be produced by altering the starting parameters.

(2) Rely on the advantages of "Internet plus" to build a network platform for ideological and political education.

In the current "Internet plus" era, WeChat, microblog and other micro cultures are characterized by personalization, interaction and fragmentation. Fragmentation is very consistent with college students' immediate consumption demands [2-3], while personalization can better meet the emotional needs of college students, and interaction promotes communication between college students.

(3) Play the role of campus cultural center and enrich the forms of ideological and political education online and offline.

University libraries integrate ideological and political education into campus cultural activities, providing ideological and political education to students through cultural dissemination. For example, educational activities such as "reading red classics and reviewing traditional culture" are carried out through a combination of online and offline methods, enabling students to enjoy art from excellent "red classics", receive the baptism of the fine traditions of the Chinese nation, and receive patriotic education.

(4) Emphasize multi-party collaboration and explore implementation measures that keep up with the times.

The ideological and political education of college students involves various aspects and is a key point for universities to implement education as the foundation. It requires full collaboration among multiple departments such as the Academic Affairs Office, the Student Work Office, the Youth League Committee, and the Marxist College to achieve resource sharing and complementary advantages. On the one hand, university libraries should leverage multiple advantages to build ideological and political education alliances. Universities should establish a leadership group for ideological and political education work for college students,

to uniformly deploy and guide the work of ideological and political education in the school, allowing multiple parties, including university libraries, to actively participate, fully leverage their own advantages, claim relevant tasks, and collaborate to build a campus ideological and political education model. University libraries should actively and actively participate in consultation work, creatively plan ways and paths to use the second classroom to carry out ideological and political education, and activate campus culture. Moreover, university libraries can collaborate with other universities and social libraries to learn from each other's methods of ideological and political education, absorb relevant experience, and practice, that is, use the experience of other libraries to optimize their own pattern, in order to better provide ideological and political education to college students. On the other hand, university libraries should leverage the advantages of industry partners to assist in campus ideological and political education. University libraries should collaborate with industry partners such as regional museums and cultural centers, leverage their professional advantages in their respective fields, and further integrate resources both inside and outside the industry through joint cultural relics exhibitions and exchange activities, in order to gather new momentum for ideological and political education. University libraries can also contact social forces, relevant departments, and enterprises to invite ideological and political scholars and experts to the library to hold symposiums and ideological and political activities, to implement ideological and political education for college students. They can also learn more accurate socialist ideological and political concepts from scholars and experts, and provide assistance for their own implementation of ideological and political education.

(5) Building an information environment and utilizing the internet to transmit ideological and political culture.

In the current context of the popularization of the Internet, college students are prone to indulging in the use of smart devices such as computers and mobile phones. Whether it's gaming and entertainment, or learning and browsing, they are all in their own world, making it difficult to understand ideological and political content. Moreover, most of their existing information about ideological and political issues is also browsed from the internet. Therefore, while enhancing the construction of book materials, university libraries also need to strengthen online ideological and political education. In recent years, the informationization construction of major universities has developed rapidly. Based on this, university libraries should also use campus networks to build library service platforms. On the one hand, they should provide basic borrowing and inquiry functions of the library, and on the other hand, they can also be used as ideological and political education platforms. For example, universities can use current affairs and political news, national ideological and political situation, and red classic history as backgrounds on the library platform homepage, and provide indexes of relevant websites and links to library related books and materials, making it clear to college students who use library services. They can also set up special zones and columns on

the library platform to divide relevant content for easy reference by students.

The construction of information environment in university libraries is a key link in carrying out online ideological and political education. At present, many college students do not actively follow library web pages, and some have never even used library web pages. In this regard, university libraries must make good use of information advantages such as WeChat, Weibo, and campus networks to vigorously promote the construction of an information environment, so that college students can spontaneously and fully utilize the library service platform on the basis of realizing the importance of the library. At the same time, university libraries should actively utilize the advantages of advanced information technologies such as big data and cloud computing to provide higher quality library services for college students by pushing personalized content, that is, intelligently pushing books related to ideological and political education based on their borrowing situation, gradually guiding college students to deeply explore ideological and political culture. This helps to unleash their subjective initiative and enhance their interest in ideological and political education, fundamentally improve the effectiveness of ideological and political education in university libraries.

(6) Develop student librarians and create "benchmark" student librarian services.

University libraries make full use of the bond role of student teams to reflect the service concept of connotation education in the ideological and political education work of college students. By developing student librarians and building a "benchmark" student librarian service team, we aim to involve them throughout the planning, promotion, organization, and promotion of ideological and political themed activities, improve their ideological, political, and cultural qualities, and promote the depth and breadth of ideological and political education work.

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