

Research on the Path of Integrating Red Culture into the Ideological and Political Education of College Students from the Perspective of Artificial Intelligence

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Abstract: The rapid development of artificial intelligence technology provides technical support for the innovative development of ideological and political education in universities, and also opens up new paths for the inheritance and dissemination of red culture. This article, based on the perspective of the integration of red culture and ideological and political education in universities from the perspective of artificial intelligence, analyzes the significance of integrating red culture into the ideological and political education of college students in the era of artificial intelligence, summarizes the problems such as value orientation deviations, lack of application of artificial intelligence, gap in understanding among subjects, and imperfect evaluation mechanism in the integration process, and from the characteristics of artificial intelligence, proposes corresponding implementation measures in four aspects: value protection, technical support, cognitive connection, and evaluation reform to promote the ideological and political education work system of integrating red culture into the entire process of college students' growth and development, enhancing the targeted and practical nature of ideological and political education, and enabling the red genes to be passed down from generation to generation.

Keywords: Artificial Intelligence; Red Culture; Universities; Ideological and Political Education

1. Introduction

Artificial intelligence, as the core force of the new round of industrial transformation, is changing teaching methods and educational models, bringing new opportunities for integrating red culture into the ideological and political education of college students. Academia has also achieved many results in this regard, such as Xu Jing and Han Zhen'ai focusing on how outstanding cultural resources like red culture can be innovatively integrated into online education in colleges and universities. This provides practical references for the integration of red culture and ideological and political education^[1]; Kong Wenli et al., based on the new quality productive forces perspective, mainly discuss the working path of generative artificial intelligence empowering ideological and political work in colleges and universities, highlighting the application value of generative AI in ideological and political education^[2]; Li Tiejing and Ran Ruihan discuss the current situation and promotion path of digital intelligence technology empowering ideological and political education for college students, providing certain inspirations for achieving the combination of technology and ideological and political education^[3]. However, current research lacks systematic thinking on the integration of artificial intelligence and red culture into ideological and political education, and rarely involves aspects such as technology implementation, subject connection, and mechanism construction. Based on this, the author starts from the technical characteristics of artificial intelligence, focuses on the value implications, practical dilemmas, and realization paths of integrating red culture into the ideological and political education of college students under the condition of artificial intelligence, providing practical references for the high-quality development of ideological and political education in colleges and universities in the new era.

2. Core Value of Integrating Red Culture into College Students' Ideological and Political Education in the Context of Artificial Intelligence

2.1. Precise Matching of Requirements

Artificial intelligence is a technical means based on big data analysis and intelligent algorithms to

accurately grasp college students' learning behaviors, hobbies and psychological states, and put forward specific implementation paths for integrating Red Culture into college students' ideological and political education. By collecting students' online access records, participation in discussions, learning evaluations and other content related to Red Culture, artificial intelligence can profile students' learning situation; second, it can accurately grasp different students' attitudes and needs towards Red Culture and push Red Culture resources precisely. Through interactive scenarios such as intelligent Q&A and online tutoring, artificial intelligence can timely answer students' questions in Red Culture learning, break the time and space constraints of learning, allow students to receive Red Culture education anytime and anywhere, and effectively improve students' learning enthusiasm and participation.

2.2. Innovation in Presentation Forms

Traditional integration of red culture into ideological and political education mainly relies on classroom lectures and literature reading, with a single form and lack of interactivity, making it difficult to fully stimulate the learning interest of contemporary college students. The integration of artificial intelligence technology breaks the constraints of traditional ideological and political education models and transforms red culture from a flat presentation of text and pictures to an immersive and interactive three-dimensional experience. We can use artificial intelligence technology to restore revolutionary historical scenes, create a red culture digital experience hall, allowing students to "travel through time" and have cross-temporal conversations with revolutionary martyrs; we can also create a red culture digital lecturer using AI technology to conduct personalized red ideological and political courses for students; and we can leverage artificial intelligence to transform red stories and revolutionary spirits into diverse forms such as animations, games, and short videos, making red culture more interesting and attractive.

2.3. Broadening the Dimension of Communication

Artificial intelligence technology has given red culture communication new carrier forms, expanding the breadth and depth of red culture communication. On the one hand, through the artificial intelligence new media communication matrix, red culture can be disseminated in a more vivid way on the internet, such as red culture short videos made by AI, intelligent voice reading of red stories, interactive red culture mini-programs, etc., which can attract more young people to pay attention to red culture, breaking the age and regional limitations of red culture communication. On the other hand, the cross-language translation and intelligent creation capabilities of artificial intelligence technology can also promote the external communication of red culture, making red culture an important carrier for telling Chinese stories. Not only creating a favorable social atmosphere for ideological and political education in colleges and universities, but also enhancing the international influence of red culture.

3. The Current Situation of Integrating Red Culture into College Students' Ideological and Political Education

3.1. Abundant Online Misinformation

With the in-depth integration and development of artificial intelligence and the Internet, the speed and scope of information dissemination have been accelerated and expanded. While bringing great convenience, it has also filled the online world with a large amount of harmful information, which has had a great impact on the correct value orientation of Red Culture. Some ill-intentioned people use artificial intelligence technology to create false red historical archives, tamper with the deeds of revolutionary heroes, and spread wrong remarks such as historical nihilism and national nihilism. The above information spreads rapidly through intelligent algorithm recommendations, which is likely to lead to deviations in college students' historical cognition. At the same time, the online space is filled with entertaining and utilitarian information. Affected by this, some college students lack a correct understanding of the historical value and contemporary significance of Red Culture, and even show indifference and doubt towards Red Culture.

3.2. Insufficient Depth of Technology Application

At present, although some universities have begun to explore the application of artificial intelligence technology in the practice of integrating red culture into ideological and political education,

on the whole, it is still in the stage of superficial application, and the integration between artificial intelligence, red culture and ideological and political education is not in-depth and systematic enough. On the one hand, due to the impact of funding investment and technical reserves, some universities are backward in the construction of artificial intelligence teaching facilities. Without special hardware guarantees such as special digital databases of red culture and intelligent teaching platforms, it is difficult to carry out high-quality practical activities of artificial intelligence + red culture ideological and political theory education and teaching. On the other hand, due to the uneven artificial intelligence literacy of college students and teachers, some teachers of ideological and political theory courses in universities lack the ability to use artificial intelligence technology to carry out teaching activities, and cannot organically integrate artificial intelligence technology with the teaching content of red culture ideological and political theory. This leads to the superficial application of some artificial intelligence technologies, such as uploading red resources to the Internet, which fails to give play to the interactive and accurate characteristics of artificial intelligence.

3.3. Weak Emotional Resonance of Red Culture

The effectiveness of ideological and political education through Red Culture depends on the consensus and participation of both teachers and students. Due to a certain degree of misunderstanding of Red Culture between teachers and students, Red Culture cannot arouse resonance among college students. From the perspective of students, college students are a generation growing up in a relatively peaceful environment and have not experienced the war years. Some students think that Red Culture has little relevance to their studies and life, so they are not active in or even resist learning Red Culture, and cannot truly recognize the value of the red cultural spirit from the bottom of their hearts. From the perspective of teachers, some ideological and political teachers have an inadequate understanding of artificial intelligence technology, still adhere to traditional and outdated teaching concepts and methods, and fail to use artificial intelligence technology to innovate the teaching mode of Red Culture according to college students' cognitive characteristics and hobbies, resulting in the teaching content deviating from students' actual needs.

3.4. Relatively Lagging Evaluation System

A reasonable evaluation mechanism is an effective guarantee for testing the effect of integrating red culture into ideological and political education. However, the current evaluation mechanism of college ideological and political education still has many defects and cannot accurately test the effect of integrating red culture into ideological and political education [4]. On the one hand, the evaluation method is relatively single, still adopting result-oriented evaluation such as written tests and papers, which only focuses on students' memory of red culture knowledge, while ignoring the process-oriented evaluation of students' cognitive level, emotional attitude and behavioral performance of red culture, thus failing to fully reflect students' learning effect. On the other hand, the evaluation subject is too single, mainly teacher evaluation, lacking students' self-evaluation, mutual evaluation and social evaluation, so the evaluation results are somewhat one-sided. The existing evaluation mechanism does not give full play to the advantages of big data analysis and intelligent evaluation of artificial intelligence technology, does not conduct statistical analysis on the entire process of students' red culture learning, and cannot put forward targeted learning suggestions according to the problems encountered by students in the learning process, making it impossible to quantitatively evaluate the effect of red culture education.

4. Effective Measures for Integrating Red Culture into College Students' Ideological and Political Education under the Context of Artificial Intelligence

4.1. Building a Protective System Relying on Artificial Intelligence

To address the issue of online negative information interfering with the value guidance of red culture, colleges and universities should fully utilize the advantages of artificial intelligence technologies such as intelligent recognition and big data monitoring to construct a comprehensive and three-dimensional red culture value protection system, creating a clean online environment for the integration of red culture into ideological and political education. First, we establish an intelligent platform for monitoring red culture on the internet, using artificial intelligence technologies such as intelligent crawling, semantic analysis, and sentiment recognition to monitor relevant red culture

information on school networks and mainstream social networks in real time [5]. This platform accurately identifies distorted revolutionary history, defamation of heroic figures, and dissemination of erroneous ideologies in negative information, and achieves automatic early warning, rapid positioning, and timely removal of such negative information. At the same time, we establish a "red culture network sentry" mechanism, forming a linkage with the artificial intelligence monitoring platform, and establishing an offline review team composed of teachers and students to conduct manual review and handling of complex negative information, improving the accuracy and efficiency of negative information prevention and control. Secondly, we use artificial intelligence technology to create a positive publicity platform for red culture, using intelligent algorithms to precisely push red culture positive content to college students, such as AI-restored red historical images, intelligent-created red culture short videos, and digital presentations of revolutionary heroes, allowing positive red culture content to occupy the main position of online dissemination, guiding college students to establish a correct historical view. Finally, we utilize artificial intelligence to carry out red culture value guidance education, developing red culture ideological and political intelligent courses, using scenario simulation, case analysis, etc., to enable students to deepen their understanding of the historical value and contemporary significance of red culture in the process of distinguishing negative information, and improving their information discrimination ability and red culture identification.

4.2. Strengthen the Empowerment of Artificial Intelligence Technology

To solve the problem of superficial application of artificial intelligence technology, universities should start from three aspects: construction, development and training, enhance the comprehensive empowerment of artificial intelligence technology in the whole process of integrating red culture into ideological and political education, and realize the in-depth integration of artificial intelligence technology with red culture and ideological and political education. First, universities should increase capital investment and improve artificial intelligence teaching facilities and equipment [6]. On the one hand, we build an intelligent teaching base for red culture in universities, establish a systematic digital resource system for red culture, and use digital red culture products such as red historical and cultural resources restored by AI technology, red culture digital humans, and virtual red revolutionary scenes to provide good hardware support for red culture education and teaching. On the other hand, we promote the production and use of high-quality artificial intelligence products for red culture. Universities can rely on relevant technology companies and research institutes to build cross-border innovative R&D teams, and design excellent products such as red culture VR experience halls, red digital human lecturers, and intelligent red culture question-and-answer systems based on the needs of ideological and political education, introducing red culture into ideological and political classrooms in a more vivid and interactive way. For example, we draw on the experience of building the Eighth Route Army Digital Experience Hall and build an on-campus red culture digital experience hall, allowing students to vividly perceive revolutionary history with the help of artificial intelligence technology. Third, we improve the artificial intelligence literacy of teachers and students. We conduct special training on the application of artificial intelligence technology for ideological and political teachers, invite technical experts to give lectures, and improve teachers' ability to use AI technology to carry out red culture teaching. We also incorporate basic artificial intelligence courses into college students' general education, improve students' ability to learn red culture using AI technology, and enable both teachers and students to become participants and practitioners of "artificial intelligence + red culture" ideological and political education.

4.3. Building Bridges through Artificial Intelligence

Universities should leverage the precision and interactivity features of artificial intelligence technology to build bridges between teachers and students, as well as between students and Red Culture, allowing Red Culture to truly enter students' hearts. On the one hand, by using artificial intelligence technology to accurately grasp students' cognitive characteristics and interest preferences, a student Red Culture learning profile can be constructed. Ideological and political teachers can then formulate personalized teaching plans based on this profile, integrating Red Culture with students' professional studies and real-life situations, making Red Culture learning more targeted. On the other hand, by leveraging artificial intelligence to build an immersive Red Culture learning environment, the last mile of communication between teachers and students can be bridged. Through the establishment of a Red Culture online community, teachers and students can share their Red Culture learning experiences within the community; relying on Red Culture virtual persons, online consultations, special reports, etc. can be held, allowing students to have thought exchanges with "old revolutionary leaders"

across time and space, enhancing their emotional resonance with red culture^[7]. Universities can also utilize artificial intelligence platforms for Red Culture practical education activities, such as holding an "AI Red Culture Creative Design Competition", enabling college students to use artificial intelligence methods to create red animations, red posters, red short videos, etc., strengthening students' cognition and identification with Red Culture during the creative process, transforming from "inheritance learning" to "creative inheritance".

4.4. Building a Diversified Evaluation System Based on Artificial Intelligence

Colleges and universities should fully leverage the advantages of big data analysis and intelligent assessment provided by artificial intelligence technology to construct a comprehensive, diversified, and intelligent evaluation system for integrating red culture into ideological and political education. This system should accurately measure the educational effectiveness and promote continuous improvement in teaching^[8]. First, we establish a comprehensive evaluation mechanism by using artificial intelligence technology to collect relevant data throughout the student's red culture learning process, including online learning duration, interaction participation frequency, creation of red cultural works, and performance in offline practical activities, and form a dynamic data archive of students' red culture learning. This enables tracking and evaluation throughout the student's enrollment to graduation, changing the previous evaluation model that focuses more on results and less on the process. Second, we establish a diversified evaluation subject system by integrating multiple evaluation subjects such as teacher evaluation, self-evaluation by students, mutual evaluation by students, and social evaluation. Through the artificial intelligence platform, we build multiple evaluation channels to allow teachers to evaluate students' mastery of red culture knowledge from a professional perspective, and students to reflect on the learning process through self-evaluation and mutual evaluation. At the same time, we introduce social entities such as enterprises and red education bases to evaluate students' implementation of red culture behaviors, making the evaluation results more comprehensive and objective^[9]. Third, we develop an intelligent evaluation analysis system by using artificial intelligence technologies such as natural language processing and machine learning to conduct intelligent analysis of students' red culture learning reflections, papers, and cultural works. Quantitative scoring is conducted from multiple dimensions, such as knowledge understanding, emotional identification, logical thinking, and innovation ability.

5. Conclusion

From the perspective of artificial intelligence, integrating Red Culture into the ideological and political education of college students is an important measure for universities in the new era to fulfill the fundamental task of fostering virtue, inheriting red genes, and strengthening cultural confidence. With its characteristics of precision, interactivity, and intelligence, artificial intelligence technology provides a new technological support for integrating Red Culture into ideological and political education. It demonstrates unique core values in optimizing educational effectiveness, promoting model transformation, and expanding the dimensions of dissemination. In the process of integrating Red Culture into ideological and political education in universities, it is necessary to fully leverage the enabling role of artificial intelligence technology. Efforts should be made in aspects such as building a value protection system, strengthening in-depth application of technology, establishing a bridge for entity connection, and constructing a diversified evaluation system to promote the deep integration of Red Culture and ideological and political education among college students.

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