

# Algorithmic Risks and Countermeasures of Ideological and Political Education in Colleges and Universities from the Perspective of Communicative Practice

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**Abstract:** Algorithm recommendation has become the main means of social life information dissemination. As the forefront of ideological work in colleges and universities, ideological and political education is more directly affected by algorithm recommendations. There are algorithmic risks in the relationship between the lack of subjectivity of educators, the solidification and closure of the value of the educated, and so on. The algorithmic risks exist in the field of communication, such as the personalization of technical algorithm recommendation, the broadening of traditional ideological and political education, and the confusion of values in mainstream ideology. The Marxist concept of communicative practice takes people as the basis of production practice, and highlights the practical structure of ‘subject-object-subject’. It provides useful thinking for dealing with the algorithmic risks of ideological and political education in colleges and universities. It is necessary to reconstruct the relationship between teachers and students in ideological and political education and strengthen the construction of cultural positions in ideological and political education in universities.

**Keywords:** Perspective of communication and practice; Colleges and universities; Ideological and political education; Algorithm recommendation

Colleges and universities are the main front for ideological construction. The president Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities that ‘The ideological and political work of colleges and universities is related to the fundamental problem of what kind of people to cultivate, how to cultivate people and who to cultivate people for. It should adhere to the cultivation of morality as the central link, ideological and political work throughout the whole process of education and teaching, realize the whole process and all-round education, and strive to create a new situation for the development of higher education in China.’<sup>[1]</sup> artificial intelligence technology has been developed by leaps and bounds, and algorithms are an indispensable part of artificial intelligence technology. Through the use of algorithm recommendation to promote the development of artificial intelligence, algorithm recommendation increasingly dominates the aggregation and dissemination of human information. Guided by the inter-subjective thinking among the multi-polar subjects contained in the Marxist communicative practice view. The recommendation of ideological and political education algorithm is carried out as a work to excavate and cultivate the self-motivation of young people’s growth.

## 1. The connotation and essence of ideological and political education under the perspective of communication and practice.

The communication practice of ideological and political education means that in a certain activity, the subject uses a common object (such as text, topic or activity) as an intermediary. With the help of language or non-verbal symbol system, it can cultivate and construct a complete education of the educated. Practical activities of inter-subjective communication aim at the spiritual world<sup>[2]</sup> (P97). The communicative practice ideological and political education is essentially a brand-new concept, which is a practical structure model of subject-object-subject.

## 2. The essential features of intelligent algorithms.

Algorithm recommendation is a basic technology for in-depth and precise development in the intelligent era. Algorithms have gradually become the main force in disseminating information and receiving knowledge in ideological and political education in colleges and universities. By analyzing the essential characteristics of algorithm recommendation, ideological and political education will better exert its functions and effects. Intelligent algorithms have become the embodiment of instrumental rationality and value rationality with a strong intervening nature, changing the ecological environment of ideological and political education in colleges and universities. Among the many algorithms based on the information push system, the more mainstream ones are the collaborative filtering algorithm and the content-based algorithm<sup>[3]</sup>.

## 3. The association of intelligent algorithm and ideological and political education.

The extensive use of algorithm recommendation technology has a profound influence on the ideological field, value orientation and other consciousness levels with a strong correlation with ideological and political education. Firstly, intelligent algorithms empower ideological and political education in colleges and universities. Secondly, ideological and political education can give the algorithm value rationality.

## **4. Algorithmic risks of ideological and political education under the perspective of communication and practice**

### **4.1 Algorithmic risks of communication relationships.**

The algorithmic risks of ideological and political education from the perspective of the communicative practice perspective is mainly reflected in the lack of subjectivity of the educator and the solidification and closure of the value of the educated in the communicative relationship.

### **4.2 Algorithmic risk of the interaction field.**

Firstly, Personalized recommended algorithm on the technical field and generalization of ideological and political education. This kind of personalized and accurate push for themselves creates a sense of pleasure and resonance, and gradually completes the construction of self-identity, which causes young students to rely more on algorithm recommendation technology, and their own value deviation cannot be corrected. Ideological and political education will face the problem of being separated by different opinion-polarized groups, and social consensus is difficult to consolidate<sup>[4]</sup>. Secondly, value confusion in the ideological field. the algorithm based on capital logic can obtain the effect of maximizing benefits, rather than human-oriented. the mainstream ideology is a scientific theoretical system with rigorous logic and advanced levels, which requires systematic study. The relaxed sensory stimulus and non-linear input knowledge method brought by the algorithm will impact the young students' search for the mainstream ideological linear cognitive schema, which will cause young students to replace the complete cognition of the theory with fragmented information, weakened cognition and recognition of the mainstream ideology. And Western ideologies with ulterior motives use algorithmic recommendations to conduct propaganda offensives against young students.

## **5. Practice strategy of ideological and political education in universities for algorithmic risk under the vision of communication practice**

### **5.1 Reconstruction of teacher-student relationship.**

Upholding student-centered is still the concept that the relationship between teachers and students in colleges and universities. Improving information literacy is a fundamental means for the construction of the relationship between teachers and students in colleges and universities in the environment of algorithm recommendation education. Creating a good environment is a necessary guarantee for the construction of the relationship between teachers and students in colleges and universities in the algorithmic recommendation education environment.

### **5.2 Strengthen the construction of cultural positions.**

Algorithm recommendation, the external performance is an artificial intelligence technology, but the internal implicit is still the embodiment of social progress created and served by people. Therefore, the algorithm should not only focus on the maximization of benefits, but also bear certain social responsibilities. For college ideological and political education, it is necessary to adhere to the mainstream value orientation, promote the optimization of the algorithm content system, provide a high-quality cultural environment for college network ideological and political education, and optimize the information recommendation mechanism<sup>[5]</sup>. it can fundamentally ensure the value legitimacy of algorithm technology. Algorithm recommendation technique increases the richness and diversity of the content of ideological and political education. Therefore, when integrating ideological and political education into the algorithm recommendation pool, it combines the preferences and needs of young students mined through data analysis.

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