

## LETTER TO THE EDITOR

## Design of Ideological and Political Education Management Model for University Student Based on Ecological Cognition

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On the basis of analyzing and summarizing the ideological characteristics of contemporary university students and the main contents of ideological and political education, the multi-objective evaluation method is used to control the level of information resources construction of university students' ideological and political education, the hardware environment and software environment for supporting the development and utilization of information resources, to determine the performance evaluation index system for university students' ideological and political education management; The attribute value of the evaluation index is quantified, and the sub-indicator is normalized to the specified dimensionless interval according to the specified membership function; A three-layer BP neural network model consisting of multiple input units, single hidden layer units and single output units is constructed to determine learning samples and implement network training.

### I Introduction

Jiulong Yang, Wenjie Zhou published "Environmental Research on Educational Level of Residents and Public Information Service: A Paradoxes and Empirical Evidence from China" on Issue 107, Pages: 4809-4817, Article No: e107541, Year: 2019, in the article (Yang and Zhou 2019), Educational level of residents is one of the key factors which effecting the efficiency of public information service potentially. However, whether or not that the efficiency of public information service will be increasing along with the improvement of education level of residents remains obscure. Present study conducted a multiple regression analysis, which is focus on the revealing of cause and effect relationship between independent variables and dependent variables, based on a cluster of panel data which covered the 15 years statistical data from provincial areas in China and aimed to shed light on the interaction of education level of residents and public libraries.

The management of ideological and political education of university students is related to the quality of talent training in universities (Gorski 2016). With the continuous development of society, the management of ideological and political education of university students has become a common concern of the whole society. At the same time, it is also an important work content of university education management (Fang 2004). Under the new situation, the management of ideological and political education of university students faces many new problems and unprecedented challenges. Therefore, to strengthen the management of students' ideological and political education, we must firmly grasp the pulse of the times, closely follow the needs of the development of the times, make advance planning, comprehensive consideration and multi-angle exploration to do the

multi-angle research (Sun 2016). With the deepening of the management of ideological and political education, the management of ideological and political education of university students plays an increasingly important role in the teaching process. However, due to the increasing investment in the resources for the construction of ideological and political education, the types of resources are increasing, the number is gradually increasing, and the technological content is unprecedentedly improved. How to improve the efficiency of ideological and political education management, maximize the use of ideological and political education resources, and improve the educational support capacity has become an urgent problem to be solved (Zhang 2015). The comprehensive evaluation of ideological and political education management is the key link to improve the management level of ideological and political education for university students, sum up the general rules and trends of the ideological and political education management development of university students, in order to study and formulate the development plan of university students' ideological and political education information resources, provide quantitative and scientific basis, and then promote the development of ideological and political education management in universities. Therefore, how to objectively and accurately evaluate the performance level of ideological and political education management of university students is of great significance.

At present, the evaluation model of university students' ideological and political education management based on multi-cultural applied in the evaluation of university students' ideological and political education management has the randomness of the evaluation process, the uncertainty from the subjective judgment of the evaluation experts and the ambiguity of the evaluation results (Ma 2010). Based on this, this paper applies artificial neural network technology to the evaluation of university students' ideological and political education management, and discusses the multi-index comprehensive evaluation model to seek possible ways of correct evaluation (Khan et al. 2018).

## **II Design of ideological and political education management model for university students based on neurocognition**

Marxist ethics believes that the process of human ideological and moral cultivation is step-like, the better the cultivation is, the higher the level of the station is, and the higher the realm is (Li and Gong 2004). This process can be divided into four levels: the first layer can be summarized as selfish, "people are not for themselves, and the sky is destroyed" is the core of this layer, which obviously violates our traditional moral values. The second layer is called public and private, which is to maintain its own self-interest without damaging the public or harming others. The third layer is called public first and private second, which is based on the overall situation, and personal interests are subject to the state and collective interests. This is the moral realm we often advocate. The fourth layer is called unselfishness. This is to regard the interests of the people as a vocation. "Utter devotion to others without any thought of self", this is the highest realm of morality and the highest goal pursued by moral cultivation. Jiao Yulu, Lei Feng, Kong Fansen, Zheng Peimin, NiuYuxi, etc. are people at this layer. University is an important stage in the life. The ideological and political education in universities plays an important role in the formation of the personality, character and values of university students. The ideological and political education in the university plays a vital role in the formation of the personality, character and values of university students. This paper summarizes the ideological status of contemporary university students, aiming at providing solutions for the management of ideological and political education in universities.

The role of the "double-edged sword" of the socialist market economic system is increasingly influenced by the group of university students. The characteristics of fair competition, self-reliance and efficiency are reflected in the group of university students. However, the idea of utilitarianism, money supremacy, and profit-seeking is

gradually sprouting in the group of university students. Since the reform and opening up, as the western economic culture has been gradually spread and absorbed, some western values and lifestyles have had an impact on university students. However, when today's society has not yet been able to establish more perfect value standards, many university students will pay too much attention to their own interests and gains, weaken the pursuit of lofty moral ideals, and the ideals and beliefs will be weakened.

University students are at a turning point in their lives. In addition to learning the classroom culture, they also come into contact with society. University students will exercise themselves through a series of activities organized by the school or as student cadres to improve their ability to handle things and treat people. However, since most of the university students are now only children, most of them are over-protected by their parents, with less social practice and simple thinking. It is very easy to be deceived when they first enter the society. For example, the phenomenon of student credit on campus frequently occurs. Especially for poor students, family economic difficulties are affected by the values of today's society. Under the influence of some values of today's society, when they do not have money to buy high-end mobile phones and high-end clothing, they borrow the usury through illegal organizations in the school, and finally be cheated, and more people are threatened by personal threats. Such cases are not uncommon in universities, so it can be said that the characteristics of university students are blind obedience in the process of maturity.

University students constantly reserve knowledge and professional skills in the study period of universities, but some university students do not have a high level of understanding of Marxism and socialism. Although the schools have specially set up ideological and political education courses, the educational effects still need to be observed. Especially for students whose thoughts and understandings are floating, universities should pay more attention to and actively educate them to recognize Marxism, believe in Marxism and socialism, and keep words and deeds consistent in their study and life.

The ideological characteristics of university students determine the content of ideological and political education. In general, the ideological and political education of university students includes three parts: personality education, career planning education and social integration education.

University student education is the main task of cultivating high-level specialized talents. University student groups represent the most mainstream innovative ideas. Innovation is an inexhaustible motive force for a country's prosperity, and innovation needs to be supported by good academic ethics and academic norms. Therefore, whether university students can establish correct ideals and beliefs and strong sense of social responsibility is related to the sustainable development of the country and to the healthy and orderly development of society. In addition, the special age stage of university students determines that they face important choices in life. On the road of love and career, a healthy family view and moral outlook will affect their lives. Therefore, personality education with the sense of responsibility and morality as the main content is the foundation of ideological and political education for university students.

After university students experiencing entrance examinations, professional choices, and university studies, university students are more aware of their profession than ordinary people. They will choose the majors they have studied for in-depth research and exploration and also show their interest in this field of expertise. Scientific professional cognition, strong research interests, and desire to work in the future often support university students to successfully complete their studies, which is also a manifestation of their professional ideals. In other words, after many choices, the student will choose the major to study in depth, indicating that this has a certain connection with the professional ideals rooted in the students' hearts. This situation puts forward higher requirements for career planning education. It requires career planning education to be more targeted and

scientific, and to have a stronger sense of reality and persuasion. Therefore, vocational planning education with professional ideals and personnel matching as the main content is the core of ideological and political education for university students.

Students often have experienced nearly 15-20 years of study in universities. The education in the ivory towers has not given them many opportunities to get in touch with the society. The experience of the university in this society is not enough. Therefore, letting this stage become a transition period for university students to enter the society is very necessary for the growth and maturity of university students' thinking. Therefore, it is the support of university students' ideological and political education to encourage university students to carry out social integration activities with interpersonal communication and practical experience as the main content.

The educational content of the three aspects of personality cultivation, life career planning, and interpersonal social integration is like the roots and trunks of a big tree. Only the roots are deep and strong, it is possible that the leaves are sweet. Only by making these educational contents deep and practical, university students can better complete scientific research and innovation.

The comprehensive evaluation of the ideological and political education management of university students is the key link to improve the management level of ideological and political education of university students. The performance evaluation of the management level of university students' ideological and political education can reveal the status of ideological and political education management of university students from the quantity. This paper summarizes the general rules and trends of the development of ideological and political education management for university students, provides a quantitative and scientific basis for the research and development of the ideological and political education management for university students, and promotes the development of ideological and political education management for university students. Therefore, how to objectively and accurately evaluate the performance level of ideological and political education management for university students is of great strategic significance.

### **III Conclusions**

Based on neurocognition, the evaluation network of ideological and political education management of university students can not only simulate the evaluation of ideological and political education management by experts, but also avoid the uncertainty in the evaluation process. The experiment proves that the model can effectively evaluate the performance level of political education management. It can be used for the overall analysis and evaluation of the ideological and political education management system for a certain type of university students, and can also be used for comparison of students' ideological and political education management in a certain university. The management level, gap and improvement space of political education provide a method for reference. This study is a new attempt to apply the neural network to evaluate the ideological and political education management of university students. The effect of ideological and political education management needs to be further improved.

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