CONSTRUCTION OF THE QUALITY EVALUATION MECHANISM OF THE IDEOLOGICAL AND POLITICAL EDUCATION MICROCARRIER CONSTRUCTION FOR COLLEGE STUDENTS

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Abstract: Scientific evaluation is a prerequisite for ensuring quality. Educational evaluation is the process in which the evaluation subject makes scientific judgments on educational activities, processes, and outcomes based on certain educational values, in comparison to educational goals. A sound evaluation system for ideological and political work in universitiesis established. A comprehensive evaluation system with reasonable indicators and scientific methods is developed. The institutionalization of ideological and political work in universities is promoted. Ideological and political education, as the superstructure, is determined by productive forces and production relations, and has class characteristics. Micro media has opened up the era of intelligent micro media and provided new ways for ideological and political education in universities. Micro media presents a new way of ideological and political education for contemporary college students, changing the traditional mode of ideological and political education and promoting the progress of ideological and political education for contemporary college students. The development of micro media not only provides new ideas and injects new vitality into innovative methods of ideological and political education for college students, but also brings enormous challenges. This paper discusses the establishment of evaluation goal orientation and system architecture determination mechanism. This paper also discusses the evaluation of key technological innovation mechanisms.
Keywords: Quality evaluation mechanism; Ideological and political education; Microcarrier construction

1 INTRODUCTION

Yang [1] investigated the change of the carrier of ideological and political education of the CPC and the turn of the times during the agrarian evolution. It was shown that the trend of the transformation of the ideological and political education carrier during the land revolution period is manifested in the increasingly standardized management carrier. Feng [2] investigated the path of integrating ideological and political education carriers in universities under the background of integrated media. It was shown that universities should actively adapt to the trend of integrated media, deeply grasp the essence of the integration of ideological and political education carriers in universities, scientifically examine their practical logic, and actively explore their basic principles. Hu et al. [3] investigated the development and application of cultural carriers for ideological and political education in higher education institutions under the new media environment. It was shown that the quality and effectiveness of ideological and political education could be enhanced by effectively integrating and innovating the cultural carriers. Taking domestic anime culture as an example, Wu et al. [4] investigated the exploration and practice of medicinal chemistry teaching that integrating ideological and political education. Based on the interdisciplinary perspective, Wang [5] investigated several basic issues concerning the carrier of ideological and political education. It was shown that the widely accepted viewpoint in academia regarding the introduction of carriers as the starting point for ideological and political education should be revised, and the main value of a carrier is functional. It was also shown that the main value of the carrier is that the essence of the functional carrier is functional and oriented towards the medium of human beings. Taking Japanese anime as an example, Wang [6] investigated cultural communication through ideological and political education as a carrier. It was shown that analyzing the characteristics and implementation paths of integrating Japanese anime into ideological and political education courses can leverage the positive role of Japanese anime in the process of ideological and political education. Taking Jishou University as an example, Mo [7] investigated the innovative path of ideological and political education carriers in higher education institutions in the new era of industry and technology. It was shown that the current difficulties faced by ideological and political education carriers in universities could be improved by adhering to the student-centered approach, fully utilizing modern technology, and deeply integrating the concept of big ideological and political education. Through short videos, Gou [8] investigated the ideological and political education for college students. It was shown that short videos pose both risks and opportunities for ideological and political education of college students. Ren [9] investigated the problems and countermeasures in the application of network carriers for ideological and political education in vocational colleges. It was shown that the online resources to enrich educational content should be utilized and the teaching methods should be broadened in order to improve the teaching efficiency of online ideological and political courses. Wang et al. [10] investigated ideological and political education through disciplinary competitions as a carrier. It was shown that teachers should use the implicit ideological and political

education platform of subject based competitions in order to further enhance the effectiveness of ideological and political education.

Li et al. [11] investigated the micro carrier of ideological and political education of college students in the context of internet plus. It was shown that the application of microcarriers in ideological and political education in universities requires transforming ideological cognition, enriching the organizational forms of ideological and political education under the background of microcarriers, expanding the scope of ideological and political education content through microcarriers, and strengthening the promotion and publicity of ideological and political education practices. Yan [12] investigated the carrier innovation of ideological and political education in universities from the perspective of all-round education. Ma [13] investigated the path of ideological and political education for normal university students through the great spirit. It was shown that integrating the spirit of the great founding into the ideological and political education of normal university students could enhance the political identity and emotional resonance of teacher and student. Zhang et al. [14] investigated the conceptual transformation of the development of ideological and political education carriers. It was shown that the quality and efficiency of ideological and political education work could be improved by selecting high-quality carriers that organically integrate content and form. Zheng et al. [15] investigated the ideological and political education for college students based on major national events. It was shown that the multidimensional, innovative, and sustainable development of ideological and political education for college students could be achieved by establishing the concept of ideological and political education, creating a collaborative education mechanism, and pursuing long-term educational effects. Tang et al. [16] investigated the form characteristics and function of the carrier of ideological and political education in the new era. In order to better play the role of the carrier, the carrier of ideological and political education should focus on the overall function, the innovative transformation of traditional carriers of ideological and political education, and the compatibility of different educational carrier choices. Qin et al. [17] investigated the metaverse carrier of ideological and political education for college students. In order to give full play to the educational effectiveness of the metaverse carrier of ideological and political education, attention should be paid to establishing a mechanism for preventing harmful information, developing and selecting suitable carriers, strengthening the connection between the virtual world and the real world, and enhancing the information awareness and ability of ideological and political educators. Wang et al. [18] investigated the application of ideological and political education carriers for college students' rebellious psychology. By using the methods of reasoning, infection, and management in ideological and political education as carriers, integrating the methods of inspiring education, practical summary, exemplary demonstration, and combining rewards and punishments, the negative impact of college students' rebellious psychology in school life could be effectively reduced. Hu [19] investigated the carrier of ideological and political education in universities during major epidemics. Wu [20] integrated the Four Histories education into the teaching of ideological and political theory courses using red culture as a carrier. It was shown that the main paths to leverage the role of Lingnan's red cultural resources include strengthening the education of the Four Histories through the carrier of red cultural resources and achieving cultural education, integrating the education of Four Histories into the practical teaching of ideological and political courses in universities to achieve practical education, and integrating Four Histories education into online and offline classrooms to achieve online education. Gao [21] investigated the effectiveness of ideological and political education for college students through national defense education. It was shown that carrying out teaching reform through national defense education is a trend in the future development of ideological and political education, and the organic integration of the two plays a very important role in enhancing the effectiveness of ideological and political education.

This paper aims to explore the construction of the quality evaluation mechanism of the ideological and political education microcarrier construction for college students.

2 ESTABLISHMENT OF EVALUATION GOAL ORIENTATION AND SYSTEM ARCHITECTURE DETERMINATION MECHANISM

The direction of microcarrier construction with goal orientation should be grasped.   The political awareness should be strengthened and a bottom line mindset should be established. The construction of microcarriers in universities is important and the political orientation of the carriers should be highlighted. A sound mechanism for cultivating moral character and nurturing talents is the fundamental value and foothold of the current intelligent technology provides the support for the matching of supply and demand in micromedia dissemination and ideological and political education. The guiding value of ideological and political education has enhanced the empowerment level of micromedia value, and the intelligence of media has promoted the personalization and diversification of ideological and political education. High quality content is the core of information dissemination. Whether the microcarriers carry the theoretical, political, valuable, and humanistic contents has become the core indicators for microcarriers to provide the accurate content. As a multimedia matrix, the microcarriers of ideological and political education for college students has complex, various, and dynamic characteristics. The mechanism of moral education in the micromedia space should be established.

In different eras, the focus of work varies need to be continuously developed and improved through dynamic adjustments. The political awareness should be strengthened and   a bottom line mindset should be established. Without a correct political viewpoint, it is equivalent to having no soul. A new generation of the times who are responsible for the great mission of national rejuvenation should be cultivated. Establishing a sound mechanism for cultivating moral character and nurturing talents is the fundamental value and foothold of the current micro carrier construction of ideological and political education for college students. Adapting to the transformation of educational paradigms under

the background of artificial intelligence, promoting the refinement of ideological and political education in the micro media space of universities have become the trend of the times. In order to understand the basic construction information of the micro carrier construction platform for ideological and political education of college students including its composition, module settings, functional effects, the evaluation structure and content of various college facilities, platforms, mechanisms, and teams should be analyzed. The revised and improved indicator framework and content should be applied to the practice.

Practice is the sole criterion for testing truth. Targeted refinement and decomposition of basic indicators into hierarchical and multi-dimensional auxiliary support indicators to ensure that the evaluation indicator elements are both comprehensive and specific. Due to various subjective and objective factors, the problem of unbalanced and insufficient construction of microcarriers still exists. The overall elements of the evaluation of microcarriers should be reasonably selected.

3 EVALUATION OF KEY TECHNOLOGICAL INNOVATION MECHANISMS

The micro carrier of ideological and political education for college students presents a trend of diverse subjects, modes, and channels in its construction and evaluation elements. Resource data mainly includes unstructured data such as organizational leadership, network infrastructure, performance, and investment. Behavioral data mainly includes behavior data of diverse educational subjects. Supporting data includes various online tests, competitions, quality and ability evaluations, as well as evaluation data formed from various questionnaires, and related and accumulated data such as network security, monitoring, and public opinion supervision. The collection of data should be carried out in a non-invasive and accompanying manner. The multi-source, heterogeneous, and multimodal data generated in real-time during the practical process is continuously collected. The evaluation of ideological and political education in traditional universities mainly revolves around the evaluation index system and experience. The result evaluation should be improved. The process evaluation should be strengthened. The value-added evaluation should be explored. The comprehensive evaluation should be improved. A deep understanding of the relationship and operating rules between the elements of subject, object, mediator, and environment in the micro carrier of ideological and political education for students should be obtained.

4 CONCLUSIONS

To improve the quality of ideological and political education, enhance the pertinence, scientificity, and effectiveness of education, it is necessary to establish micro carriers. The evaluation objectives, content, and key technologies are the core elements of quality evaluation. Therefore, the construction of the quality evaluation mechanism of the ideological and political education microcarrier construction for college students is explored in this paper.

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