

# **An Analysis of Evaluation Methods for Ideological and Political Education Effectiveness in the Digital Context: A Case Study of College Counselors' Individual Conversations**

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## **Abstract**

The report of the 20th National Congress of the Communist Party of China points out the need to deepen comprehensive reforms in the education sector and improve school management and education evaluation systems. In the new era, the subjects, objects, content, and effectiveness of ideological and political work in universities have demonstrated new characteristics, presenting challenges for the high-quality development of such work. In light of the vast system of ideological and political work encompassing political, contemporary, systematic, and scientific dimensions, scientific evaluation of its effectiveness becomes particularly crucial. Implementing digital transformation and employing data science technologies along with statistical comprehensive evaluation theory to assess the effectiveness of ideological and political work in universities constitutes an important means for proposing countermeasures and suggestions to enhance this work's quality and efficiency. Exploring the evaluation of ideological and political work effectiveness through the case study of evaluating heart-to-heart talks conducted by university counselors represents a significant practice for elevating the academic research level of ideological and political work and facilitates the reshaping of such work through big data technologies.

## **Full Text**

### **Exploring Evaluation Methods for Ideological and Political Work Effectiveness in the Digital Era: A Case Study of University Counselor Heart-to-Heart Conversations**

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### Abstract

The report from the 20th National Congress of the Communist Party of China calls for deepening comprehensive reforms in education and improving school management and education evaluation systems. In the new era, the subjects, objects, content, and effectiveness of ideological and political work in universities have exhibited new characteristics, facing challenges in achieving high-quality development. Given the political, contemporary, systematic, and scientific nature of this vast system, scientifically evaluating the effectiveness of ideological and political work has become particularly crucial. Implementing digital transformation and employing data science technologies and statistical comprehensive evaluation theories to assess university ideological and political work effectiveness represents an important means for proposing countermeasures and suggestions to improve this work. Taking the evaluation of counselor heart-to-heart conversation effectiveness as an example to explore ideological and political work effectiveness evaluation constitutes a significant practice for enhancing the academic level of ideological and political work research and facilitates the reshaping of such work through big data technologies.

**Keywords:** digitalization; ideological and political work; effectiveness evaluation; heart-to-heart conversations

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Ideological and political work represents a fine tradition, distinctive feature, and prominent political advantage of our Party, serving as the lifeline of all endeavors [1]. The Central Committee of the Communist Party of China and the State Council, in their *Opinions on Strengthening and Improving Ideological and Political Work in Universities under New Circumstances*, explicitly identified “upholding reform and innovation” as the fifth fundamental principle for strengthening and improving university ideological and political work. This principle calls for advancing innovation in concepts, approaches, content, forms, methods, and means to enhance the contemporary relevance and practical effectiveness of the work. General Secretary Xi Jinping has pointed out: “We must employ new media and new technologies to vitalize our work, promoting the deep integration of the traditional advantages of ideological and political work with information technology to enhance its contemporary appeal and attractiveness [2].” This important speech by General Secretary Xi Jinping scientifically addresses a series of directional and fundamental issues in ideological and political work. On the occasion of the Party’s centenary, the Central Committee

and the State Council issued the *Opinions on Strengthening and Improving Ideological and Political Work in the New Era*, which, from the strategic height of the Party and nation's overall development, clarifies the guiding ideology, principles, political requirements, major measures, and responsibility mechanisms for strengthening and improving ideological and political work in the new era. This document represents the concentrated embodiment of General Secretary Xi Jinping's important discussions on strengthening ideological and political work and serves as the fundamental guideline for such work in the new era.

Faced with increasingly complex university ideological and political work in the new era, integrating innovative concepts, content, methods, and approaches into new pathways for university ideological and political education has become extremely important. Exploring objective and scientific evaluation of university ideological and political work effectiveness within the "digitalization" context represents both a practical necessity for universities to better conduct student ideological and political work and a realistic requirement for fully leveraging the positive role of ideological and political work in the process of fostering virtue through education.

## 1. Digital Transformation as an Inevitable Requirement for Evaluating Ideological and Political Work Effectiveness

Since the 18th Party Congress, research on university ideological and political work has yielded fruitful results, with publications covering theory, connotation, pathways, and evaluation. While relevant scholarship by some researchers has established a relatively solid theoretical foundation, the connection between theory and practice remains insufficiently close. Compared to the demands for high-quality ideological and political work in the new era, current scientific evaluation of such work's effectiveness still relies on traditional surveys and scoring methods, with insufficient utilization of new methods such as data science. This situation is not conducive to "deeply integrating the traditional advantages of ideological and political work with information technology" and fails to meet the inevitable requirement of "employing new media and new technologies to vitalize work" in the digital context for evaluating ideological and political work effectiveness.

In 2020, the Central Committee of the Communist Party of China and the State Council issued the *Overall Plan for Deepening Education Evaluation Reform in the New Era* [], explicitly proposing requirements such as "improving the implementation mechanism of fostering virtue through education at all levels and types of schools" and "insisting on taking the effectiveness of fostering virtue through education as the fundamental standard." In the overall requirements of this plan, it clearly states: "Uphold scientific effectiveness, improve outcome evaluation, strengthen process evaluation, explore value-added evaluation, improve comprehensive evaluation, make full use of information technology, and enhance the scientific, professional, and objective nature of education evaluation." From the perspective of upholding the fundamental task of fostering

virtue through education and improving its objectives, bringing “digitalization” into the field of ideological and political work also represents an inevitable requirement for developing relevant theories.

Currently, the integration between the traditional advantages of ideological and political work and information technology remains insufficiently close, and research on high-quality development of university ideological and political work in the new era is still inadequate. Faced with new requirements for comprehensive high-quality development of higher education during the “14th Five-Year Plan” period, gradually strengthening the evaluation of university ideological and political work effectiveness within the digital context has become an inevitable requirement for promoting high-quality, connotative development of such work.

The new era university ideological and political work system is vast and complex. Upholding the Party’s comprehensive leadership over universities safeguards the innovative development of ideological and political work. Evaluating the effectiveness of university ideological and political work from various dimensions and employing big data technology, information technology, data mining, and machine learning to effectively enhance the capacity for “deeply integrating the traditional advantages of ideological and political work with information technology” represents an inevitable requirement for objectively and scientifically evaluating ideological and political work effectiveness and improving its scientific level in the digital context.

## 2. Digital Evaluation Boosts the Quality and Efficiency of Ideological and Political Work

The report from the 20th Party Congress explicitly states the need to “promote digitalization in education,” “implement the national cultural digitalization strategy,” and “improve the ideological and political work system.” Accelerating digital transformation in ideological and political work, empowering education through technology, and constructing a data-enabled innovative work system that grasps the scientific laws of ideological and political work can promote changes in working methods and forms, creating entirely new spaces for such work and effectively implementing the strategy of revitalizing the country through science and education as well as strengthening talent support for modernization as outlined in the 20th Party Congress report.

Research on evaluating university ideological and political work effectiveness within the digital context represents an important measure for further implementing “promoting digitalization in education” and “improving the ideological and political work system.” Clarifying the significance, scientific connotation, and fundamental principles of evaluating ideological and political work effectiveness, and deeply researching its important theories, methods, application scenarios, and implementation pathways are key to advancing the scientific development of new era university ideological and political work effectiveness evaluation and enhancing its effectiveness. This concerns the innovative devel-

opment of university ideological and political work, the cultivation of virtue through education, and the smooth progress of socialist education with Chinese characteristics in the new era.

The *Opinions on Strengthening and Improving Ideological and Political Work in Universities under New Circumstances* points out that “researching and establishing a comprehensive evaluation system with reasonable indicators and scientific methods” represents an important work orientation that combines qualitative and quantitative analysis with work evaluation and effectiveness assessment, making it easier to reflect the value orientation of evaluating ideological and political work effectiveness within the digital context. Some scholars believe that while quantitative techniques, methods, and tools are important for evaluating university student ideological and political education, we must not neglect the importance of “human” factors in the evaluation process [?]. In reality, the digital transformation era offers numerous advantages for evaluating university ideological and political work effectiveness. Under conditions of growing big data technology application scenarios, taking “people” as the object of ideological and political work, analyzing individual differences among “people,” forming individual analysis variables, and combining them with higher-level analysis variables such as classes and schools can further promote the deep integration of big data with ideological and political work effectiveness evaluation. This approach enhances the digital literacy of ideological and political work teams, fosters awareness of data integration and sharing, improves data mining capabilities, makes ideological and political work more concrete, and renders its effectiveness more visible. Efforts to construct a scientific system for evaluating ideological and political work effectiveness and to establish evaluation standards should, from a disciplinary construction perspective, encourage interdisciplinary approaches. By closely integrating the particularities of ideological and political work with research methods from statistics, education, psychology, management, sociology, and other disciplines, we can build an ideological and political work effectiveness evaluation system and related measurement models that are highly operable, easily promotable, and reproducibly verifiable. This represents a key advantage for addressing current challenges in evaluating ideological and political work effectiveness.

### **3. Digital Practice in Evaluating Counselor Heart-to-Heart Conversation Effectiveness**

A profound understanding of the fundamental laws of ideological and political work constitutes an intrinsic requirement for doing such work well. Ideological and political work in the new era can only be strengthened, not weakened, with the key lying in adhering to and following its laws. Building upon the inheritance of good experiences, traditions, and methods, we must explore new characteristics, new means, and new technologies of ideological and political work through research on its effectiveness. By adhering to the unity of adapting measures to local conditions and classified guidance, carefully considering both

the ideological and practical problems of work objects, and ensuring that work effectiveness always originates from practice, we can maintain the vitality of new era ideological and political work.

University ideological and political work represents a high-level form of education, and its evaluation enables us to better understand students and teachers, examine the effectiveness of ideological and political work, and thereby enhance its relevance and practical utility. Evaluating ideological and political work effectiveness requires comprehensive judgment based on systematically, scientifically, and comprehensively collecting, organizing, processing, and analyzing relevant information. First, at the individual teacher-student level, combining micro-level information variables such as gender, age, major, dedication, communication, and consumption patterns, the evaluation aims to understand the development of students and teachers. It assesses ideological and political work effectiveness based on students' learning conditions and teachers' teaching quality. Second, from the perspective of analyzing evaluation variables at higher levels, the object of university ideological and political work effectiveness evaluation is university student ideological and political education, covering ideological and political theory course evaluation, daily ideological and political work evaluation, counselor work evaluation, and other aspects. Given that different universities have their own characteristics at various levels and types, selecting appropriate higher-level variables helps more accurately grasp the evaluation of ideological and political work effectiveness.

This paper attempts to use counselor heart-to-heart conversations in ideological and political work as an example to conduct a digital practice exploration for promoting the evaluation of ideological and political work effectiveness. University counselor heart-to-heart conversations (hereinafter referred to as "heart-to-heart conversations") represent an important method and effective pathway for counselors to conduct student ideological and political work. The *Interim Standards for University Counselor Professional Competence* [ ] states that university counselors should, through heart-to-heart conversations, "collect basic student information, understand student ideological dynamics, promptly educate and guide students on hot-button and focal issues they care about," "guide students to develop good psychological qualities and excellent character traits of self-respect, self-love, self-discipline, and self-improvement," and "analyze difficulties students encounter and coping measures, guiding them to effectively adjust study habits and learning methods." The effectiveness of heart-to-heart conversations has a significant positive impact on student growth and development, making research on their effectiveness and evaluation particularly necessary.

### **(1) Literature Review and Analysis of Heart-to-Heart Conversation Research Methods Based on Knowledge Graphs**

According to General Secretary Xi Jinping's 2016 speech at the Philosophy and Social Sciences Work Symposium to "base ourselves on China, draw on foreign experiences, explore history, and grasp the contemporary era," current research

on ideological and political education in Chinese universities still has capabilities and standards in academic propositions, ideas, viewpoints, criteria, and discourse that are not yet commensurate with China's comprehensive national power and international status.

Using knowledge graph technology to retrieve over 50 relevant papers with high citation frequencies reveals that current domestic research on heart-to-heart conversation effectiveness remains insufficient, with few quantitative research results published. Most relevant research discusses issues such as inadequate conversation systems, lagging implementation, one-way communication, lack of continuity [], limited venues, poor timing, misunderstandings, unclear themes, monotonous forms, and arbitrary implementation []; []. Although a few studies employ simple descriptive statistical methods, they fail to conduct inferential analysis of data results or perform data mining and deep learning, making it difficult to identify reasons for poor conversation effectiveness and wasting valuable survey data. Some scholars have found weak targeting and low efficiency in heart-to-heart conversations [], with problems including similar issues, difficult classification, limited time, insufficient capability, inability to connect emotionally, lack of evaluation, and difficulty judging effectiveness [].

While some research has proposed strategies for improving conversation competencies, such as strengthening top-level design, enhancing conversation skills training, establishing work platforms, and intensifying research on heart-to-heart conversations [], these tend to be macro-level and policy-oriented plans with little operable content. Few studies effectively utilize theories such as Maslow's "empathy" to enhance conversation effectiveness []. Some promising case-based research has emerged, such as studies applying Virginia Satir's family psychotherapy intervention [], Rosenthal Effect and Hawthorne Effect practices for underachieving students [], and research on Serial Position Effect and Aronson Effect [], but these only provide theoretical demonstrations without implementing specific quantitative research.

In summary, most studies conclude that effectiveness is poor and cannot precisely identify reasons for counselors' difficulties in improving conversation effectiveness. While many scholars are concerned about enhancing heart-to-heart conversation outcomes, the implementation pathways they propose remain insufficiently specific, problems are not accurately identified, and concrete actionable measures are lacking []; []. Some research has proposed "interdisciplinary theoretical integration," "combining theoretical research with action research," "balancing speculative and empirical research," and "organically integrating multiple research perspectives," but without evident practical work measures []. From the student perspective, they harbor certain misunderstandings about "heart-to-heart conversations," lacking awareness of the need for such talks and psychological counseling []; from the counselor perspective, some conversations lack scientific planning and arrangement, featuring didactic, formulaic, or even confrontational approaches that affect effectiveness [].

A few scholars have conducted exploratory research using descriptive statistics

and path analysis [1]; [2], but these lack in-depth research on enhancing university student ideological and political education and have numerous limitations. Other studies basically consist of data listings and simple descriptive statistics supplemented with some countermeasures and suggestions, but there is a serious “disconnection” between these suggestions and the research data, failing to effectively generate “productive forces” for ideological and political education [3]; [4]; [5].

Against the backdrop of increasingly widespread and mature data science applications, the combination of statistical comprehensive evaluation and big data technology offers an operational multivariate, multi-factor effect assessment for heart-to-heart conversation effectiveness. This approach can quantify conversation work in detail, establish conversation relationships, and continuously improve conversation techniques and working methods. More importantly, it represents a bidirectional evaluation and supervision method for enhancing effectiveness, laying a measurable and evaluable foundation for improving heart-to-heart conversation outcomes.

## (2) Effective Application of Data Science to Strengthen Quantitative Analysis Scenarios

In the big data era, leveraging information technology and statistical comprehensive evaluation methods for “data empowerment” to innovate ideological and political education work and conduct digital process reengineering around the fundamental task of fostering virtue through education has become imperative. Similar counselor work mechanisms in foreign universities have achieved effective practical experience in using big data for comprehensive evaluation. For instance, the State University of New York’s *College Counselor’s Guide to Group Psychotherapy* identifies finding new pathways to address university student mental health issues as the primary task of heart-to-heart conversations and group psychological counseling centers [6], suggesting that counselors should use multivariate analysis methods to focus on improving conversation-based work and correct ineffective, futile conversations. The University of Houston studied counselor and university student acceptability perceptions and attitudes toward heart-to-heart conversations during the COVID-19 pandemic, exploring multivariate statistical research on remote conversations and psychological services, including important indicators such as acceptance, attitudes, perceptions, experiences, barriers, and facilitators [7]. Results showed that most students considered counselor phone conversations an adequate alternative to face-to-face talks, enabling discussion of more elements and greater honesty. Although this study had limitations, it influenced future research methods for heart-to-heart conversations to some extent.

Additionally, in research using multivariate statistical comprehensive evaluation to study psychiatrists’ conversation attitudes, scholars have benefited from multivariate data mining methods, providing important demonstration effects for conversation effectiveness research [8]. The use of body and psychological mod-

els based on multivariate statistical analysis has demonstrated fruitful research results for German scholars in enhancing conversation effectiveness, identifying convincing potential variables for CBT-Oriented therapy and providing a typical example of econometric analysis methods []. Some scholars have also studied the scientific construction of a multi-level, coordinated big data management platform for counselor professional development and building a cloud database of counselor professional profiles under big data technology during the COVID-19 pandemic, using multivariate statistical analysis to extract valuable information from both macro-level organizational activities and micro-level individual activities, and employing artificial intelligence technology to coordinate and optimize student management mechanisms for in-depth research and analysis to enhance heart-to-heart conversation effectiveness [].

Research has found certain connections between university students' neuroticism and daily cognitive failures. Using multivariate analyses such as T-tests, ANOVA, and Pearson correlation analysis, the study reveals that university counselors should pay more attention in heart-to-heart conversations to students exhibiting severe emotional instability, neuroticism, emotional impulsivity, anxiety, and negative cognitive tendencies, as lower attention and laissez-faire attitudes may lead to work failure [].

In a related study using counselor-student conversation materials and based on Jason Aronson's family systems theory, researchers examined the mediating and moderating effects of self-differentiation on American university students' body mass index and depressive symptoms []. Their multivariate regression model showed that students' self-differentiation partially alleviated the overall functional impact of depressive symptoms and body mass index after conversations with counselors. Results using Hierarchical Linear Model (HLM) demonstrated that self-differentiation moderated the relationship between physical function and depressive symptoms but did not moderate the relationship between depressive symptom function and body mass index.

Currently, university ideological and political education work faces many opportunities and challenges, with heart-to-heart conversations accumulating substantial materials and data. However, in-depth research on organization, development, analysis, and data mining remains insufficient. Particularly in the big data era, some scholars discussing online ideological and political education have proposed that measures to enhance the combination of macro coverage and micro deepening require finding effective levers []. Further establishing and improving scientific pathways for heart-to-heart conversations, increasing the proportion of measurement components in questionnaire content, exploring creative effective channels for conversations, and employing modern statistical methods and techniques centered on multivariate statistical methods to precisely quantify conversation content can help formulate evaluation systems with comprehensive content, reasonable indicators, and scientific methods. This approach can accurately identify problems to improve conversation relevance and effectiveness, deeply advance the institutionalization and scientific process of

university ideological and political education work, and gradually make statistical comprehensive evaluation an important means of enhancing the scientific nature and effectiveness of heart-to-heart conversations.

### **(3) Constructing an Evaluation System to Enhance Heart-to-Heart Conversation Effectiveness**

University counselors' personal data literacy is key to digital process reengineering, with scientifically guided concepts at its core. Employing statistical tools centered on multivariate analysis to deeply explore factors influencing the effectiveness of university counselor heart-to-heart conversations can identify clear research "variables" for effective counselor-student communication, clarify conversation work layouts, analyze existing problems, propose specific improvement methods, and enhance counselor-student relationships. Based on this foundation, we can explore the construction of long-term working mechanisms for teacher-student heart-to-heart conversations, build indicator systems for evaluating conversation effectiveness, and lay a scientific foundation for such evaluations.

The Ministry of Education's promotion of the "one-stop" student community comprehensive management model represents a powerful digital initiative for ideological and political work. Driven by this initiative, student communities have gradually explored and formed a comprehensive management model integrating one-stop services, grid-based management, refined services, and information support, providing a solid foundation for establishing student information "one-stop" databases. The process of using information technology to digitally transform education management workflows also constitutes the data foundation for efficient counselor-student heart-to-heart conversations, enabling truly comprehensive understanding and information integration of "people." This facilitates better understanding of individual-level "variables" (such as daily routines, self-study time, physical exercise, homework completion, dietary habits, romantic relationships, etc.), combined with family-level factors (such as parental education levels, parental occupations, family economic status, number of siblings, etc.), and integrated with college and major-related circumstances (students' dependence on and evaluation of counselors, academic atmosphere in their college, teachers' dedication, teaching quality, major expectations, employment plans, etc.) to analyze the influence weights on student development. This enables static and dynamic tracking of students' academic performance, ideological dynamics, and the formation and evolution of their worldviews and values.

In the digital context, using big data materials provided by heart-to-heart conversations and employing multivariate statistical methods for exploratory analysis of conversation effectiveness can strive for breakthroughs in both descriptive and inferential analysis. For example, using Structural Equation Modeling (SEM) for latent variable analysis of teacher-student interaction and Hierarchical Linear Model (HLM) for studying individual student behavioral characteristics have numerous applications in social science research [1]. Based on the

four dimensions of digital evaluation of counselor core competency [?] and drawing from the authors' accumulated materials and experiences in heart-to-heart conversations with university students, combined with theoretical analysis of conversation questionnaires, using HLM for multivariate statistical research on conversation effectiveness can provide fruitful suggestions for enhancing conversation relevance and effectiveness from different research levels, examining counselor-student conversation interactions and the influence of variables at different levels such as grade, family, group or class, college or university, and student origin.

#### **(4) Digital Promotion of Heart-to-Heart Conversation Effectiveness Enhancement**

In 2016, during the 36th collective study session of the Political Bureau of the 18th CPC Central Committee, General Secretary Xi Jinping emphasized the need to build a nationally integrated big data center through data concentration and sharing, promoting technological, business, and data integration []. Specifically regarding university counselor heart-to-heart conversations, relying on university characteristics to promote broader integration of data science with ideological and political work and improving data resource security levels in work is beneficial for shaping university students' moral character and intervening in anxiety and depression. Particularly during public health emergencies or crises, when students experience sudden changes in panic, depression, anxiety, hostility, terror, and paranoia, counselors must refine conversation content and pay special attention to younger students with weak social communication skills, from impoverished families, or exhibiting severe emotional instability, neuroticism, impulsivity, and anxiety. Through meticulous work, counselors can obtain first-hand materials, strengthen and utilize big data resources collected from heart-to-heart conversations, conduct statistical analysis, and enhance the reliability and validity of conversations.

In the big data era, actively promoting data science application scenarios, guiding counselors and university students to actively and healthily use social media platforms such as TikTok, WeChat, and Weibo, continuously improving their data collection and application capabilities, and deeply integrating various smart wearable devices into all aspects of university student growth can leverage modern digital technology's information service functions. By effectively utilizing the student "one-stop" service information database and strengthening "big data application, organically combining big data systems, ideological and political expert systems, and information systems" [?], we can advance the modernization of university governance systems and capabilities, harness the powerful tools of data science and statistical inference, enhance heart-to-heart conversation effectiveness, and further promote the scientific construction of university ideological and political education.

#### 4. Digital Advancement Pathways for Evaluating Ideological and Political Work Effectiveness

General Secretary Xi Jinping has pointed out: “We must employ new media and new technologies to vitalize our work, promoting the deep integration of the traditional advantages of ideological and political work with information technology to enhance its contemporary appeal and attractiveness [1].” This important instruction from General Secretary Xi Jinping provides crucial guidance for the innovative development of ideological and political education in the internet era. Taking the evaluation of counselor heart-to-heart conversation effectiveness as an example, we can see that integrating big data technology, new media, and new technologies with ideological and political work within the digital context represents an important trend for innovative development of ideological and political work under new circumstances and a crucial means for innovative development of measurement research in this field. In evaluating ideological and political work effectiveness, we should pay attention to reasonably and orderly promoting quality and efficiency improvements in ideological and political work within the digital context.

##### (1) Upholding the Integration of Theory and Practice to Scientifically Construct Evaluation Indicator Systems

The design of university ideological and political work effectiveness evaluation indicator systems should both serve practice and distill practical experience, while continuously improving and developing through evaluation and testing. All levels of indicators in the system are products of the interaction between theory and practice. Following principles of operability, relevance, comparability, comprehensiveness, interpretability, and generalizability, and combining practical experience from new era university ideological and political work, we should scientifically select indicators, thoroughly analyze theoretical achievements from previous indicator system construction, and comprehensively and multi-levelly describe indicator system content (especially using powerful HLM methods for studying individual behavior). Through continuous 磨合 between theory and practice, we should further refine and specify indicators and variables, constructing an indicator system that unifies static and dynamic elements, comprehensiveness and particularity, connotation and extension, and forward-looking vision with simulation capabilities.

Given the systematic and complex nature of university ideological and political education work, indicator system construction must be realistic and pragmatic. Based on practical experience and previous theoretical achievements, we should distill indicator variables that cover certain scopes and combine comprehensiveness with key focus areas, maintaining good integration between first-level indicators, second-level indicators, and observation points to provide scientific and effective evaluation bases for comprehensively assessing university ideological and political work.

## **(2) Valuing Universality and Particularity, Upholding the Unity of Basic Standards and Distinctive Features**

University ideological and political work effectiveness evaluation primarily focuses on the field of university ideological and political work, involving a complex system encompassing the entire university ideological and political work landscape. This system contains various contradictions, interactions among different roles, and is filled with interactions and evolution between subjects and objects. Multiple evaluation relationships exist between education subjects, between education subjects and educated objects, and among education subjects and objects themselves. Various contradictions also exist between subjects and objects, permeating the entire development process of ideological and political work.

To achieve positive interaction between evaluation subjects and objects, we must fully recognize contradictions between educators and the educated in ideological and political work, respect the existence of contradictions, acknowledge universally existing commonalities, and present problems and difficulties through quantitative analysis while also considering particularities in ideological and political work. Only in this way can we fully respect both educator subjects and educated objects in constructing evaluation indicator systems and enhance ideological and political work effectiveness. Furthermore, we must deeply recognize that education has multiple subjects and that the educated objects' views and judgments on the same issue are not determined unilaterally but have both common and particular standards. Therefore, the evaluation process requires mutual verification among subjects and objects or multiple parties, a common practice in multivariate analysis of variance techniques in data analysis to identify which particularity variables cause differences among educated objects.

## **(3) Upholding Objectivity and Fairness, Balancing Self-Evaluation and External Evaluation**

University ideological and political work effectiveness evaluation constitutes a holistic assessment of the level and effectiveness of ideological and political work implementation. Therefore, the scientific and complete nature of its indicator system construction requires researchers to focus on both internal university element self-evaluation and reasonably select elements covering internal and external university systems. Introducing third-party evaluations of university ideological and political work effectiveness can achieve the unity of internal and external evaluation, ensuring objectivity and fairness.

Indicator system construction should focus on the internal operation of university ideological and political work systems. While respecting internal evaluation subjects and objects, it should guide evaluators' self-evaluation and mutual evaluation among internal system subjects and between subjects and objects, continuously improving indicators, standards, and elements from within the evaluated universities. Since university ideological and political work effectiveness evalu-

ation takes the university as a complete unit, effectiveness evaluation should include not only internal element evaluation to achieve quality and efficiency improvements but also fully consider the social impact of university ideological and political work. It should pay attention to third-party evaluation and feedback on university ideological and political work effectiveness to promote its improvement and development from external perspectives. Therefore, the evaluation subjects and methods selected in indicator system design should include not only self-evaluation and evaluation by higher-level competent authorities but also fully value expert experience in constructing ideological and political work effectiveness evaluation indicator systems, reasonably adopting and effectively applying it. By combining statistical comprehensive evaluation theory with practical experience, scientific and reasonable weights should be assigned to third-party evaluations.

## 5. Limitations and Breakthroughs in Evaluating Ideological and Political Work Effectiveness

Promoting the integrated development of big data and ideological and political education requires maintaining “technological sensitivity” while avoiding “technological superstition,” and focusing on both “theoretical feasibility” and “practical feasibility” [1]. Among the massive data generated by ideological and political work, not all data is usable. Due to sparse and irregular data, with structured and unstructured data intertwined, useful data may constitute only a small portion in many scenarios. Therefore, scientifically, efficiently, and comprehensively designing data formats, data types, data warehouses, analysis techniques, and data mining methods that align with ideological and political work effectiveness evaluation are crucial capabilities for preventing important data information or objective truths from being drowned out by noise from massive data. At the current stage, even the most outstanding data scientists and most advanced data processing methods cannot eliminate or correct certain inherent errors and deficiencies in data. Thus, we must clearly recognize the challenges facing ideological and political work effectiveness evaluation within the digital context. In evaluating ideological and political work effectiveness, the ability to 善用 the “dividends” brought by digitalization without being led astray into pitfalls that produce erroneous conclusions represents another important capability for evaluators to break through limitations.

On one hand, we must objectively and calmly recognize the limitations of ideological and political work big data itself in terms of data generation, processing, and conclusion application based on the technological characteristics of big data achieved in ideological and political work, achieving breakthroughs in correctly utilizing the conveniences brought by digitalization. On the other hand, we should integrate personnel from ideological and political work, data science, computer science, statistical analysis, and related fields to establish a special ideological and political work data team. Based on solid work, we should calmly reflect on data from teachers and students, continuously focus on data screen-

ing and selection to improve the reliability of ideological and political big data sources, perform data processing and mining well to enhance the feasibility of big data processing, and continuously optimize data interpretation and analysis to improve the usability of big data conclusions. This approach maximizes the application value of digitalization in promoting quality and efficiency improvements in ideological and political work and more consciously practices General Secretary Xi Jinping's important discussions on strengthening ideological and political work, continuously "promoting the deep integration of the traditional advantages of ideological and political work with information technology."

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*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv — Machine translation. Verify with original.*