

Research on Digital Literacy Education of Students in Higher Vocational Colleges from the Perspective of "Great Ideology and Politics"

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Abstract

In the digital age, the promotion of digital literacy education in line with China's national conditions from the perspective of "great ideology and politics" is the most important part of the core literacy training system for college students, which is an inevitable move under the strategy of developing the country through science and education, strengthening the country through talents, and strengthening the country through Internet. By investigating and analyzing the current situation of digital literacy education of students in Wenzhou Polytechnic, the strategy of improving digital literacy of students in higher vocational colleges is proposed, the ideological and political education is integrated with digital literacy education, which expands new ideas for ideological and political education, and provide new research perspective for digital literacy education of higher vocational colleges.

Keywords

Great ideology and politics; Students in higher vocational colleges; Digital literacy.

1. Introduction

Digital technology such as Internet, great data and artificial intelligence reshapes the new lifestyle, learning style and production style of human, college students as aboriginal in the digital age, and their learning and life are completely integrated in digital world, digital literacy education has become the most important link in the core literacy training system of contemporary college students, which is an inevitable move under the strategy of developing the country through science and education, strengthening the country through talents, and strengthening the country through Internet, it is extremely urgent to promote digital literacy education that fits national condition of our country.

Training and shaping the socialism with Chinese characteristics successors with duty and responsibility is the fundamental task of China' education, digital literacy education should focus on this fundamental task, carried out under the guidance of "great ideology and politics" pattern, building the integrated education system through the integration of various educational resources, using digital literacy education as an important way for college students' ideological and political education, promoting the organic integration of the two, integrating firm ideals and beliefs, cultivating a sense of family and country, and strengthening a sense of social responsibility into knowledge transfer and skills training, making students use information resources correctly and healthily, developing critical information skills; serving national strategies as orientation, guiding students to actively participate in social development and aspire to shoulder the times burden for national rejuvenation.

2. Importance and Urgency of Digital Literacy Education of College Students

2.1. The Development of Digital Society Needs to Make Up for Digital Literacy Education

The change of digital society and the development of digital economy put forward new requirements for both workers and consumers. Digital literacy has become the key to integrate into the digital society. "Insufficient public education on digital literacy affects the sustainable development of innovation" has become one of the common problems in various countries, and the European Union has launched the framework of digital literacy education in the "Digital Skills Declaration" to promote the digital literacy improvement of citizens. In the "Guidelines on the Development of Digital Economy to Stabilize and Expand Employment", China's National Development and Reform Commission clearly put forward: by 2025, make the digital literacy of our people not lower than the average level of national digital literacy of developed countries. As the main force of the future development of the times, college students are the hope and future of society, and the level of their digital literacy directly affects the social development, digital literacy education has become an inevitable choice for the high-speed development of today's society.

2.2. The Improvement of Digital Literacy of College Students Is An Effective Guarantee for Network Power

The outline of the 14th Five Year Plan of China clearly explicitly proposes that we should promote the construction of network power, accelerate the construction of digital economy, digital society and digital government, and drive the changes of production style, life style and governance style with digital transformation as a whole. The development of the times requires us to accelerate digital development and build the digital China. The level of digital literacy of college students also directly affects the construction pace of digital China, and the improvement of the digital literacy of college students is an inevitable requirement for the development of college students' vocational ability under the new situation such as promoting network power and building digital China. Under the perspective of the great thinking and politics, we can build a large pattern of ideological and political education and an institutional mechanism of effective coordination through the cognition, understanding and application of digital technology, digital industry and digital economy, and promote the collaborative education of people in various fields, links and elements, which can effectively guarantee the implementation of the "network power" strategy.

2.3. College Students Need Digital Literacy Education in the Digital Age

Students' world view, outlook on life, values and the like are not yet fully mature at the college level, on the one hand, the complicated network environment has severely affected the physical and mental health of some college students, and true and positive information is covered up and used, thus losing their way and deviating from the mainstream; on the other hand, mess such as information leaks and online fraud have even led to the trust crisis among people; on the basis of the education pattern of great ideology and politics, ideological and political education is integrated into digital literacy education, cultivate contemporary college students to strengthen the core socialist values, have stronger information interpretation, discrimination and criticism abilities, resolve Internet addiction, short video addiction and other problems, and bravely assume social responsibilities.

2.4. Digital Literacy Education Will Effectively Enhance the Employment Competitiveness of Students in Higher Vocational Colleges

Due to their different upbringing and learning experiences, higher vocational students have problems such as diversified values, lack of solid basic knowledge and weak independent learning ability. The digital literacy education from the perspective of great ideology and politics will profoundly influence the values and behaviors of students in higher vocational colleges after they enter into the society, make them can strengthen their ideals and beliefs in the digital environment and effectively improve their employment competitiveness.

3. Current Situation and Problems of Digital Literacy of Students in Higher Vocational Colleges

In order to better develop digital literacy education in higher vocational colleges, first of all, we need to grasp the current situation of digital literacy of students in higher vocational colleges through research. The respondents include full-time students in five higher vocational colleges, including Wenzhou Polytechnic and Wenzhou Vocational College of Science and Technology, and a total of 1806 questionnaires are collected, the survey data truly reveals the current situation, needs and outstanding problems of digital literacy of students in higher vocational colleges in a more realistic way.

3.1. Higher Vocational Students Mainly Use the Internet for Leisure and Entertainment, and Lack Initiative and Enthusiasm to Learn New Technologies

The survey found that 72% of students have no understanding or only general understanding of digital and digital literacy, 63% of students have no understanding or only general understanding of new generation of information technology such as Internet+ and artificial intelligence, and the digital tool they can use skillfully is office software, and it shows that the mastery condition of related knowledge of digital literacy of students in higher vocational colleges is not optimistic.

3.2. Students' Channels to Obtain Information Is Single and Their Ability to Obtain Digital Resources Is Not Enough

The survey found that students can think of seeking help through online information means when they encounter digital information problems in life or study, but the ways they use is mainly search engines, supplemented by QQ, WeChat and other communication tools and ask others for advice, almost half respondents ask their teachers or people around them for advice, only few people access information from online databases such as "CNKI". It shows that students in higher vocational colleges have the preliminary ability to acquire digital information, but they lack the awareness of independent digital learning, and their ability to acquire and use digital resources needs to be further improved.

3.3. Students' Communication Way Are Broadened, but Their Collaborative Ability Is Limited

Under the digital environment, the communication and exchange channels and ways of students in higher vocational colleges are greatly broadened, but their collaborative ability is limited. The survey found that the main digital communication way used by students in higher vocational colleges are 5 or more, accounting for 60.04%, and the ratio of "contacting with friends and relatives through QQ and WeChat" is 90%, while the proportion of "visiting and participating in social networks" is nearly half, however, the ratio of "participating in forum discussions (Zhihu, Baidu Tieba, etc.)", "uploading and sharing multimedia documents online", "updating contents in blogs, microblogs, public numbers, etc. " and so on, only accounting for

nearly 30%, it suggests that students in higher vocational colleges have certain communication and collaborative ability in the digital environment, but they need proper guidance.

3.4. Higher Vocational Students Do Not Actively Combine Ideological and Political Learning with Digital Literacy, and Digital Security Awareness Needs to Be Improved

The survey found that student party members and activist of party application would learn party knowledge in accordance with the requirements of the party branch teachers; while less than 80% of students do not actively acquire knowledge of party ideology without teacher guidance. The survey of digital security protection ability shows that students have certain digital security protection skills, but in digital security prevention awareness, only 30% of students will do in-depth investigation for information obtained from the Internet where they have doubts, it suggest that that the Internet security awareness of students in higher vocational colleges needs to be improved.

3.5. Students Are Strongly Dependent on Network and Their Independent Innovative Ability Is Not Enough

Students in higher vocational are strongly dependent on network, they are not skilled in the application of digital tools and independent innovation ability need to be strengthened. Survey found that nearly 90% students in higher vocational colleges can skillfully use only common office software, and they do not skillfully apply digital tools. On the one hand, when students encounter problems or difficulties, most of them usually look for them through the Internet and are dependent on the Internet, but due to inappropriate methods, they spend a lot of time but cannot get the contents they want, on the other hand, various colleges and universities have provided rich learning data resources for students to conduct independent, personalized and interactive learning, but the usage is not high. Therefore, higher vocational students' digital skills in digital content creation and other aspects need to be improved.

4. Improvement Strategies of Digital Literacy of Students in Higher Vocational Colleges

4.1. At the National Level, the Government Makes Relevant Policies; the Industry Makes Training Standards Integrating Ideological and Political Education and Digital Literacy Education

From the perspective of national quality and people's livelihood development, the development of digital literacy education requires the value and promotion of governments at all levels, clarifying the connotation of digital literacy, building its important role in the national education system, launching public programs of digital literacy, developing courses and resources of digital literacy education, and introducing corresponding policies to guarantee it. Industry associations join hands with education departments to develop the framework, standards and long-term action plans for integrating digital literacy in political education and digital literacy education, build the quantifiable index system of digital literacy, design and develop the data-driven digital literacy assessment and evaluation system, implement digital literacy assessment and evaluation of college students, and make guidance norms of digital literacy education of college students. With the rapid development of China's digital economy, the full development of digital literacy education and the reform and innovation of modern higher vocational education are promoted.

4.2. At the School Level, Forming A New Consensus and Working Together, and Building Digital Learning Environment

Starting from the perspective of "great ideology and politics", higher vocational colleges build the "whole staff, whole process and all-round" education pattern, strengthen and improve digital literacy education of college students from the overall situation and foundation, and build the digital learning environment, in addition, higher vocational colleges take the initiative to connect with industry associations, draw on advanced foreign digital literacy frameworks and excellent cases based on big internationalized vision and pattern, jointly make the digital literacy training plan suitable for the development of students in higher vocational colleges, make the gap between the digital literacy level of graduates and the needs of industries and enterprises clear, offer the general history course on digital literacy, and make the digital literacy training strategy with both moral and technical training. Facing the development of future digital capabilities, higher vocational colleges set up special research institutions and studios, build the education system of improving digital literacy, build facilities suitable for digital learning, form the digital learning environment where students can learn everywhere and at all times, and help students improve their digital literacy effectively. The school's ideological and political education work department guides all majors to integrate ideological and political education into digital literacy courses.

Furthermore, the new current development business of the digital economy is integrated, the basic abilities required for digital development are sorted out, and integrated them into the system of ideological and political education and professional talent training system, the educational goals of strengthening ideals and beliefs, cultivating patriotism, and strengthening moral cultivation are integrated with digital literacy education, and implemented in the form of compulsory courses, elective courses or lectures. It was found from the survey of the opening of related courses of digital literacy, that only about 20% current schools or majors have opened compulsory courses, elective courses, and online courses on the Internet. Therefore, the ideological and political education department of school should take the lead in developing general history courses, make elective courses, compulsory courses or topics of personalized digital literacy in accordance with the characteristics of ideological and political education and majors, guide majors to integrate political elements, digital literacy education and professional learning, and make digital literacy course education systematic, scientific and professional.

4.3. At the Teacher Level, Building the Idea of Educating People and Training Talents for the Country, and Update the Idea of Digital Literacy Education

With the development of digitalization, the connotation of digital literacy is constantly evolving, the ideological and political education methods of college students should be carried out scientifically under the new ideas, on the one hand, the digital survival as goal, more personalized, customized, precise and intelligent development, on the other hand, the overall development of human being, the main goal of ideological and political education, as the main direction, and move towards more humane, harmonious and attentive direction. Therefore, the improvement of teachers' political literacy is the prerequisite for the effective implementation of digital literacy education, teachers in colleges and universities should update the ideas of digital literacy in time, combine the characteristics of students in higher vocational colleges, make the connotation of digital literacy clear, and effectively integrate ideological and political education with digital literacy education. Teachers should use digital means to carry out teaching effectively.

4.4. At the Student Level, Training Lifelong Learning and Independent Learning Habits, and Improve Digital Literacy

Student education management department should regularly organize lectures and discussions on digital literacy in combination with Party history education, national security education, legal education and Internet civilized behavior education, help students in higher vocational colleges improve their digital literacy. In the training and practice such as "post, course, match and certificate", combine the ideal and belief education with Internet thinking, and apply digital technology legally and compliantly; strengthen students' habits of independent learning, lifelong learning and cultivation of independent innovative ability, guide students to actively participate in lectures and forums related to digital literacy, use online courses to learn new skills, and actively search and collect information related to their majors, actively retrieve and collect various information related to their majors, and build information gathering, management and critical awareness.

It is extremely urgent to promote digital literacy education in line with China's national conditions, by empirically surveying the current condition and problems of digital literacy of students in higher vocational colleges, cultivating and shaping the successors of the socialist cause with Chinese characteristics who have digital literacy as the goal of educating people, on the basis of the perspective of "great ideology and politics", improvement strategies of digital literacy are explained from the country, schools, teachers, students and different levels, which provides lessons and references for the formulation of related policies of digital literacy education and the development of digital literacy education work.

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