

# Exploration of Intelligent Teaching Means of Ideological and Political Education in Colleges and Universities Under the Background of “Mass Entrepreneurship”

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## ABSTRACT

The concept of “great ideological and political education” requires comprehensive ideological education to better achieve the educational goals of “innovation and entrepreneurship.” This article analyzes and explores the intelligent teaching methods of ideological and political education in universities under the background of “innovation and entrepreneurship,” and constructs an intelligent teaching system of ideological and political education in universities under this background. The experimental results show that the stability of the system reaches 95.2%, and the learning efficiency of students has been improved by 11.5%. This work provides important application guidance for big data analysis and IoT sensor data.

## KEYWORDS

Big Data Analytics, Double Creation Background, Ideology Education in Universities, Intelligent Teaching Means, IoT Sensor Data

## INTRODUCTION

“Mass entrepreneurship and innovation” has become an important concept and strategic policy for current social development. With the continuous progress of China’s economy and technology, more and more people are paying attention to innovation and entrepreneurship. As an important component of ideological education in universities, ideological and political education must adapt to the needs and development trends of the times, explore new teaching methods, and help college students better master the skills of entrepreneurship and innovation. Online teaching, as a supplement and extension of traditional education, has become an indispensable part of ideological and political education in universities. In this context, utilizing advanced technologies, such as artificial intelligence, for

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intelligent teaching has become a trend. The intelligent teaching system has the characteristics of automation, personalization, and efficiency, which can better meet the learning needs of students and improve their learning efficiency and grades. This article takes the ideological and political education in universities under the background of “double innovation” as the research object, aiming to explore intelligent teaching methods for ideological and political education in universities, in order to improve the quality of cultivating talents for mass entrepreneurship and innovation. This article will conduct research from the following aspects: Firstly, by reviewing the literature on ideological and political education in universities, summarizing its advantages and disadvantages, and based on this, proposing the research ideas of this article; Secondly, the authors will focus on exploring the relevant information of intelligent teaching systems for ideological and political education in universities under the background of “double innovation;” Finally, the system will be validated and performance analyzed through experimental analysis. At the same time, the research will also analyze the challenges and problems faced by intelligent teaching methods and propose corresponding solutions. In the context of “mass entrepreneurship and innovation,” this study is of great significance. The authors hope to use intelligent teaching methods to help more college students master the skills of innovation and entrepreneurship and contribute to cultivating high-quality talents with innovative abilities and entrepreneurial spirit.

The innovation of this article lies in the combination of “double innovation” and “intelligent teaching of ideological education”, exploring intelligent teaching methods for ideological and political education in universities. This innovative topic enriches the traditional theoretical system of ideological education and highlights the importance of “double innovation” for ideological and political education.

Based on the related research of ideology education modes, the structure is as follows: The first section is the introduction. This part mainly expounds the background and research significance of ideology education in universities under the background of “Double Creation,” and puts forward the research purpose, method, and innovation of this paper. The second section is a summary of the literature on ideology education in universities, summarizing its advantages and disadvantages, and putting forward the research ideas of this paper. The third part is the methodology section, focusing on exploring the relevant information of the intelligent teaching system for ideological and political education in universities under the background of “double innovation.” The fourth section is the experimental analysis. This part is verified by experiments in data sets to analyze the performance of the system.

## **LITERATURE REVIEW**

The economic value of ideology education is that the labor created by ideology education can promote the growth and development of the social economy and meet people’s growing material and spiritual needs (Shao, 2019). According to the dialectical relationship between Marxist economic base and superstructure, the role of ideology education in social and economic development cannot be ignored. Strengthening the innovation of college students’ ideology education under the background of “Double Creation” is an important starting point for universities to cultivate innovative and entrepreneurial talents. Contemporary universities shoulder the four missions of scientific research, talent cultivation, social service, and cultural leadership, the most important of which is talent cultivation. With regard to what kind of people universities should cultivate and the definition of talents in society, the demand for talents in different social stages and the connotations of talent have changed with the times (Chen & Ding, 2019). At present, the rise of knowledge-based economy and the changes of industries, occupations, and trades have made innovative talents become modern talents needed by society (Mao, 2018).

The problems presented by utilitarian education under the rapid development of a social market economy make the innovative work of college students’ ideology education more and more stressful. On the one hand, in order to promote the “Double Creation” education mode smoothly under the

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