Research on Precision Network Ideological and Political Education Based on the Concept of Crowdfunding-*A Study of Chinese University Practices*

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Abstract

Faced with the widespread dissemination of information on the internet, a multitude of platforms, and the challenge of passive responses, the current state of ideological and political education in Chinese universities necessitates a concerted effort to develop precision network ideological and political education with the core objective of enhancing the effectiveness of ideological and political education. This effort aims to address the "last mile" of ideological and political education in higher education institutions. Introducing the concept of crowdfunding into the practical realm of university ideological and political education involves utilizing internet media platforms, fostering diverse collaborative sources of ideological and political content, constructing precise network ideological and political content, establishing specialized teams for content creation, building external cooperative networkNNUFs, and optimizing management mechanisms. These measures collectively aim to provide university students with precise ideological and political solutions, effectively elevating the quality of online ideological and political education and driving innovative development in ideological and political education at the university level.

Keywords: Crowdfunding; Ideological and Political Education Supply; Precision Network Ideological and Political Education; Diverse Collaboration.

1. INTRODUCTION

With the rapid development of China's national economy and society, crowdfunding models mediated through internet technology have gradually made progress and found application. Leveraging online platforms, crowdfunding models can effectively interact with the public, showcase individual creativity, and address issues related to information resource asymmetry. In July 2011, China's first crowdfunding website was established and operational（Xia,etc.2016）[1], leading to a significant increase in theoretical research and practical applications of crowdfunding across various sectors. In the broader context of advancing ideological and political education, the concept of crowdfunding has also become a topic of discussion in the context of precise online ideological and political education in Chinese universities. Scholars believe that the internet is a driving force and source of innovation for ideological and political education, and by integrating the concept of crowdfunding into online ideological and political education, it can effectively promote supply-side reforms in online ideological and political education, achieving precision in content delivery. This has significant theoretical and practical implications for accelerating the construction of an innovative system for ideological and political education in universities.

2.THE APPLICATION VALUE OF CROWDFUNDING CONCEPTS IN PRECISE ONLINE IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

2.1 The Essence of Crowdfunding

Crowdfunding typically refers to the act of raising funds from investors through a platform to support project initiators. Modern crowdfunding usually involves publishing projects on internet platforms and raising funds. It consists of three main components: project initiators, supporters, and the platform. Project initiators are individuals with needs but lacking the necessary resources, supporters are interested in the project initiators' needs and have the capacity to support them, and the platform serves as an intermediary to connect initiators and supporters (Zhao,2016) [2]. In the context of the "Internet+" era, crowdfunding is characterized by its low entry barriers, diversity, mass appeal, and innovation. As a collaborative approach on the internet that involves handing challenges over to the collective (Yang,2017) [3], crowdfunding is fundamentally about harnessing the collective wisdom to achieve common goals. Key to its success is aggregating benefits, as substantial benefits are required to attract mass participation, and its foundation is the establishment of a platform, as a well-structured platform is essential for connecting valuable resources for one's use.

2.2 The Alignment of Crowdfunding with Precise Online Ideological and Political Education

As of December 2021, China had approximately 1.032 billion internet users, with an internet penetration rate of 73.0%. Among them, student internet users accounted for over 20%. College students are increasingly reliant on the internet and are using it more frequently. Using the internet as a medium for ideological and political education has become a new trend in Chinese universities. In this new era of ideological and political education, it is essential to keep pace with the demands of the times, accurately understand the characteristics and personalized needs of students, and emphasize the importance of content in online ideological and political education. This is the key to maintaining the vitality and relevance of this form of education. The new era demands that ideological and political education adhere to tradition while innovating and, most importantly, addressing prominent issues in the context of reform and development (Xu,2019) [4]. Precise online ideological and political education, as a new concept and approach, aims to enhance the relevance and effectiveness of ideological and political education by delivering content that is tailored to specific needs.

Given the limited internal dynamics in Chinese universities for precise ideological and political education and the lack of a long-term mechanism, it is essential to continuously transform external information technology development into internal content innovation. Achieving precise supply requires substantial human, material, and financial resources. Crowdfunding, as a means to mobilize collective efforts, can efficiently achieve the goal of precise supply using optimal resources and lower costs. This approach provides guidance for universities to continually enhance precise supply in online ideological and political education and fosters a new paradigm through the deep integration of ideological and political education thinking, structure, operational methods, and information technology. It also supports the establishment of a long-term mechanism for innovative development in precise online ideological and political education supply.

2.3 Insights from Crowdfunding Concepts for Precise Online Ideological and Political Education in Universities

In recent years, crowdfunding practices have found extensive applications across various sectors of society. Zhang&Zheng (2016) [5] introduced the crowdfunding model into university research and innovation. They addressed funding shortages faced by research faculty by integrating diverse research resources through a crowdfunding platform. Weiyin (2017) [6,] based on the concept of crowdfunding, proposed a social service strategy for public libraries, providing guidance for their scientific positioning and the expansion of social services. Lin et al. (2017) [7] incorporated precision

entrepreneurship education courses into entrepreneurial practices, utilizing the crowdfunding concept to offer targeted assistance to university student entrepreneurial teams. Additionally, crowdfunding has been applied in the areas of guiding discourse in Chinese universities' new media and crowdfunding for public welfare projects (Li, 2017; Wang & Zhang, 2017) [8-9].

The educational landscape in Chinese universities is changing, and the internet, particularly new media, has become a primary source of information and a hub for ideational convergence for college students. Traditional ideological and political education faces significant challenges due to the impact of converged media. The interplay of various internet media has made it difficult for a single individual to handle online ideological and political work. As guidance counselors are one of the key players in ideological and political work, employing the concept of crowdfunding in precise online ideological and political education allows them to work collaboratively, gathering quality ideological and political content resources from the platform, and benefiting from the collective wisdom of numerous ideological and political practitioners. This approach reduces the workload and limitations of individual guidance counselors and ideological and political workers, making ideological and political services more attentive and innovative in Chinese universities' online ideological and political education.

3. THE CURRENT STATE OF PRECISE IDEOLOGICAL AND POLITICAL EDUCATION IN CHINESE UNIVERSITIES VIA THE INTERNET

As theoretical research on ideological and political education continues to advance, ideological and political education in Chinese universities has fully entered the era of online media. Specialized websites and media for ideological and political education in various universities are constantly innovating, enhancing the effectiveness of online ideological and political education. However, on the whole, there are still some issues in China's higher education system regarding precise online ideological and political education, including problems related to ideology and technology.

3.1 The Contradiction Between Extensive Online Communication and the Requirement for Precise Ideological and Political Education

Online ideological and political education in universities, based on internet communication, has broken the limitations of time and space. Every internet user can act as an independent information disseminator, enabling students to receive ideological and political education from different regions and fields, overcoming the constraints of time and space in traditional ideological and political classroom education. While

online ideological and political education is extensive and interactive, it lacks precise categorization and personalized services, particularly the lack of precise identification, analysis, decision-making, prediction, and tracking of students' individual and group thoughts, psychology, learning, and life situations (Zhou, 2020) [10].

3.2 The Contradiction Between the Abundance of Online Platforms and the Supply of High-Quality Content

Currently, there is a wide variety of online platforms, allowing Chinese university students to access relevant information that suits their personal needs from a vast pool of online resources. This not only broadens the channels for ideological and political education information but also enhances students' engagement in learning. However, the online information landscape is diverse, with some universities failing to update their online ideological and political content promptly and not adapting to the evolving characteristics and rules of the online environment. This results in many students having low interaction with their universities' new media, making it challenging to provide the right guidance for their thoughts. Some students may even become engrossed in the virtual world of the internet, lacking the ability to resist undesirable information, leading to a significant disconnect between their thoughts and reality. Although some counselors attempt to establish their platforms, these platforms often have a limited audience, and the content lacks relevance and feedback.

3.3 The Contradiction Between Passive Online Responses and Proactive Resolution

Some ideological and political workers in Chinese universities often lack the ability to make corresponding changes and adjustments based on theory when conducting online ideological and political education. They tend to mechanically express the traditional indoctrination-style education through online media. In the event of online incidents, they often react passively, reducing the timeliness of online ideological and political education. Ideological and political work in universities should be adaptable, evolving with the times and circumstances. Universities should actively explore students' ideological and political education levels from both horizontal and vertical dimensions and stimulate students' initiative to participate in ideological and political learning.

4.THE OPERATIONAL MECHANISM OF PRECISE IDEOLOGICAL AND POLITICAL EDUCATION IN CHINESE UNIVERSITIES VIA CROWDFUNDING PHILOSOPHY

To address the various challenges faced by ideological and political education in Chinese universities delivered over the internet, one can consider applying a crowdfunding approach. First, for the needs of ideological and political departments in universities and students, a social division of labor and collaboration can be achieved by leveraging both on-campus faculty and external network resources. Second, to support the establishment of ideological and political funds in universities, external network resources, such as alumni and businesses, can be tapped for donations. Specifically, as demand initiators, universities or students can publish project or fund requirement information through crowdfunding platforms. Subsequently, as supply providers, they can post their skillsets and undertake the projects initiated by the demand side. Finally, supply providers can submit project outcomes through crowdfunding platforms, which are evaluated and rewarded by the demand side. This process allows for the analysis of students' ideological and political needs and trends, which aids in making informed decisions for ideological and political education in universities.

As evident from this, the operation of precise ideological and political education in Chinese universities under the crowdfunding philosophy is demand-driven, employing internet platforms to enable multiple stakeholders to collaborate in providing precise solutions to students' challenges. Universities, by establishing integrated crowdfunding platforms, need to focus not only on building fundamental platforms like ideological and political websites, WeChat, and forums but also on expanding the platform's reach and usage. This ensures that the ideological and political teams can monitor students' ideological dynamics in real-time, strengthen precise online ideological and political education, harness the core capabilities of internet technology in the logical relationship between "ideological content providers (suppliers) → educational medium (media platform) → university students (demanders)," and create a platform for precise online ideological and political education resources, as shown in Figure 1.'
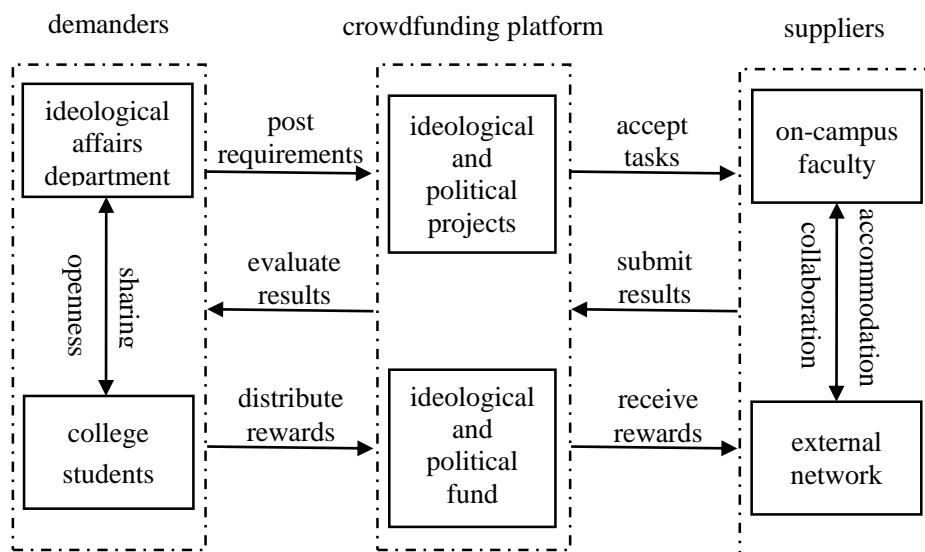
Figure 1 Operational Mechanism of Precise Online Ideological and Political
Education in Higher Education Under the Crowdfunding Concept

4.1 Customized Needs-Oriented Precise Ideological Education

Traditional ideological and political education often relies on Marxist theory as its foundation, emphasizing a one-way output model. It pays relatively less attention to students' individualized needs and has a delayed response to students' real-time feedback. However, in Chinese universities, online ideological and political education requires rapid and accurate understanding of students' needs to provide timely interaction and precise services. Therefore, precise ideological and political education under the crowdfunding concept requires the opening and sharing of all resources. The content and funds raised through ideological and political projects are driven by meeting students' individualized needs. They must also promptly and accurately track the dynamic changes in student needs, solve their confusions, and provide precise identification and assistance for students' demands and specific issues, comprehensively serving students' growth and development.

4.2 Building a Smooth and High-Quality Crowdfunding Media Platform

Currently, there are numerous social media platforms. Choosing to build a smooth and high-quality crowdfunding media platform can help organizers quickly and orderly gather ideological and political education resources, thereby selecting high-quality ideological and political education content to meet students' needs. First, there is

intellectual crowdfunding, which involves continuous learning, integration, and application of information from crowdfunding platforms and ideological and political suppliers both within and outside the university. This approach leverages external resources to address the personalized issues in the ideological and political education work of university students. Second is financial crowdfunding, which involves raising funds through initiatives like the establishment of university ideological and political funds and corporate donations. These funds are used to support ideological and political content providers and provide financial security for the construction of precise online ideological and political education.

4.3 Supplying Diverse Collaborative Ideological and Political Education Forces

Bringing together multiple sources of support to jointly conduct ideological and political education in universities achieves diversity in supply. Therefore, in addition to strengthening counselors, class advisers, and university instructors of ideological and political theory courses, it's important to involve well-known individuals both within and outside the university who are relevant to the students, including outstanding alumni (Shi, 2016) [11]. Traditional ideological and political education often operates in a closed manner, and the sources of content supply are relatively single. However, precise online ideological and political education, facilitated by crowdfunding, can change this state of affairs. It can mobilize the expertise of professionals from different levels and perspectives, enabling universities, society, parents, and other internal and external stakeholders to collaborate effectively in the construction of online ideological and political education, working together to address the complex issues in ideological and political work.

5.STRATEGY FOR IMPLEMENTING PRECISE NETWORK IDEOLOGICAL AND POLITICAL EDUCATION IN HIGHER EDUCATION UNDER THE CROWDFUNDING CONCEPT

Facing the current situation of extensive online communication, numerous platforms, and passive responses in higher education ideological and political education, the introduction of crowdfunding concepts into the practice of ideological and political education in Chinese universities aims to use internet media platforms to provide diverse and collaborative ideological and political education content. This strategy involves creating precise network ideological and political content, establishing professional teams of content providers, building external cooperation networks, and optimizing management mechanisms, all of which can provide students with precise ideological and political solutions, effectively enhancing the quality of ideological and

political education in higher education and promoting innovation and development in this field.

5.1 Constructing a Goal-Oriented Precise Network Ideological and Political Content System

To enhance the quality of goal-oriented precise network ideological and political education, it is essential to uphold the fundamental task of nurturing moral and intellectual virtues and construct an optimized system for providing ideological and political education content. This system should continuously improve students' ideological awareness, political consciousness, moral character, and cultural literacy, enabling them to become well-rounded individuals (Liu, 2017) [12]. Crowdfunding-supported ideological and political education content should align closely with students' actual lives, focusing on their needs and offering services that address their psychological counseling, interpersonal communication, and career guidance. By doing so, it will facilitate the integration of ideological and political education into the process of providing accurate and meaningful services to students, ultimately enhancing the effectiveness of education.

First, the strategy should enrich ideological and political content with a core focus on political and ideological education. Political and ideological education primarily guides students to establish correct political views, worldviews, and outlooks on life. Universities cannot simply replicate previous educational content designs. Instead, they should use crowdfunding to integrate high-quality content related to the country's basic conditions, current policies, and patriotism. This will improve students' understanding of their nation, resolve confusion caused by misinformation on the internet, and guide students to apply Marxist perspectives and methodologies in addressing various issues in their academic and personal lives.

Second, it should enhance ideological and political content based on moral and legal education. Law is the fundamental regulation of morals, and morals provide the spiritual foundation of the law. Moral and legal education forms the fundamental normative system for regulating social relationships. Through moral education, students develop good moral qualities and self-discipline, while strengthening legal education helps transform self-discipline into externally enforced rules. Leveraging crowdfunding platforms, the strategy should use engaging and enjoyable methods to promote meaningful content, educating students on knowing the law, abiding by it, and safeguarding it. This strategy should strengthen democratic principles, the rule of law, and security discipline education, as well as emphasize professional ethics, social ethics, and family values, encouraging students to think critically and resonate with these values.

Third, it should solidify ideological and political content focused on comprehensive development education. Ideological and political education in Chinese universities is based on Marx's theory of comprehensive human development. Through crowdfunding and network education platforms, educators should scientifically understand and analyze students, guiding them to enhance their comprehensive abilities and qualities in morality, intelligence, physical fitness, aesthetics, and labor skills. This strategy emphasizes recognizing and addressing students' needs, emphasizing a dual responsibility for personal growth and social development, establishing connections with network platforms, seeking external collaboration, and enhancing practical capabilities for serving society. Finally, it places importance on nurturing students to connect theory with society, incorporating interactive and debate-oriented online educational methods, ensuring that students become well-rounded, comprehensive talents in terms of theoretical knowledge and practical skills.

5.2 Building a High-Quality Professional Team for Ideological and Political Content Providers

Given the growing personalized needs of students, Chinese universities require ideological and political content that involves complex interdisciplinary knowledge. Single content providers may struggle to address all the issues students face. Therefore, teams of ideological and political educators from various fields and professions need to participate in crowdfunding platforms, providing support and assurance for precise network ideological and political education.

First, universities should utilize their resources to form ideological and political teams. There are two primary sources for these teams. On one hand, university teachers, including administrative staff, ideological and political theory instructors, counselors, and academic advisors, who possess a solid foundation in ideological and political theory and practical experience, constitute the core professional teams introduced to universities. On the other hand, external networks such as alumni, cooperative university units, and social organizations include experts with rich theoretical knowledge and experience in ideological and political education. They are essential candidates for content providers. When forming these teams, it's crucial to incorporate "expert-type" individuals from various fields such as psychological counseling, career guidance, philosophy, and ideology, who can participate actively in online public opinion discussions. Continuously reinforcing their awareness, guiding them to embrace the crowdfunding concept, and sparking their enthusiasm for participating in online ideological and political education is essential.

Second, a collaborative educational innovation mechanism should be established. Since ideological and political content providers come from diverse fields, specific

implementation on crowdfunding platforms requires interactive coordination, the coordination of various resources, multi-faceted efforts, and the establishment of a collaborative educational mechanism for crowdfunding, online platforms, and ideological and political teams, creating a united front for nurturing students. On one hand, it's necessary to enhance mutual recognition on crowdfunding platforms by negotiating a consensus on work arrangements and using contributions and satisfaction as standards for evaluating the quality of ideological and political solutions. On the other hand, universities can improve the ideological and political team's own political and ideological literacy by organizing regular online political studies, ideological and political forums, and other activities, building a collaborative educational innovation mechanism.

Third, the strategy should reinforce the institutional management of ideological and political teams. Given that most content providers participate in university ideological and political work through cooperative agreements, there may be variations in their educational philosophies and focuses. To strengthen the shared and integrated management of teams and improve the effectiveness of ideological and political services, a scientific crowdfunding platform collaboration system needs to be established, along with relevant cooperative agreements. Universities should select content providers from online platforms based on the content and projects. They should evaluate these providers based on their moral integrity, innovation in ideological and political education, community service capabilities, and work experience, aiming to enhance the overall quality of content providers.

5.3 Building a Diverse and Collaborative Network for Online Ideological and Political Education

In addition to the resources provided by ideological and political education teachers within Chinese universities, external collaboration networks such as alumni resources, partner organizations, and social service networks will also be important sources of ideological and political education for universities. In the context of crowdfunding, universities need to establish various collaboration networks, focus on high-quality ideological and political resources, and create a synergy of ideological and political education to provide a diverse range of "nourishment" for precise online ideological and political education.

Alumni Resources. Alumni resources are a valuable source of high-quality ideological and political content for universities. Among the alumni, there are individuals who are interested in the ideological and political work of universities. They can use their experiences, knowledge, social influence, and more to assist in ideological and political education at universities. Universities can use crowdfunding platforms to hire

outstanding alumni as part-time ideological and political mentors and involve them as emotional drivers for providing ideological and political content. Alumni can support students in their growth and development by sharing their personal experiences, providing practical bases for students, or contributing funds for precise ideological and political education.

Collaboration with Partner Organizations. Partner organizations play a crucial role in enhancing innovative and precise online ideological and political education. By sharing excellent faculty resources and teaching materials among universities, these organizations can integrate various ideological and political education resources. Therefore, universities should deepen their cooperation with partner organizations, strengthen ties with higher education authorities, and encourage the exploration of potential ideological and political projects. This may involve centralizing various online platforms such as WeChat, Weibo, and websites to create an all-encompassing ideological and political education platform, gradually integrating it into students' learning experiences.

Social Service Networks. Social service networks are essential vehicles for universities to create social benefits. Government agencies, non-profit organizations, industry associations, corporate entities, media, and parents within these networks can provide solutions and resource support for ideological and political education at universities. They can also guide students in forming correct values amidst the complexities of societal ideologies. It is essential to strengthen positive interactions and connections within social service networks and strive to build a comprehensive and diverse collaborative supply system for precise online ideological and political education.

5.4 Optimizing Innovative Leadership Mechanisms for Precise Online Ideological and Political Management

Optimizing the management mechanisms for precise online ideological and political education involves using the content of ideological and political education as a vehicle. Under the crowdfunding concept, universities must continuously enhance organizational development, shared management, and incentive mechanisms to comprehensively improve their capacity to lead innovation in precise online ideological and political education.

Establishment of Ideological and Political Management Organizations: Many Chinese universities have established management departments responsible for university-wide ideological and political education. These departments have ideological and political education management offices that can mobilize internal and external resources for related work. Using crowdfunding platforms, these management organizations can dynamically assess and understand the demands for online ideological and political education, strengthen connections with content providers, and summarize and evaluate the results of incentive programs.

Advancement of Shared Resource Management: Universities should collect and integrate materials widely, establish a comprehensive system for collecting ideological and political education information, create a resource library for precise online ideological and political education, share ideological and political education resources both within and outside the university, and explore gradual mechanisms for paid sharing of ideological and political content to promote market-driven operations.

Establishment of Comprehensive Incentive Mechanisms: Universities need to engage and motivate all participants on the crowdfunding platform. On one hand, they should strengthen the quality assessment of online ideological and political supply, incorporating service timeliness, user satisfaction, and work performance of content providers into the evaluation system, enhancing the effectiveness of problem resolution. On the other hand, universities can establish ideological and political funds to support ideological and political projects, providing financial support for ideological and political teams participating in precise online ideological and political construction. Other incentives, such as honor incentives, research incentives, promotion incentives, and social incentives, can also be considered to encourage more content providers to participate in online ideological and political education construction.

6.Conclusion

The crowdfunding concept, as a new resource mobilization approach that has emerged with internet technology, is an important channel for Chinese universities to obtain support for precise online ideological and political education. This article has reviewed the wide-ranging applications of crowdfunding and its value in precise online ideological and political education at universities. It has also proposed operational mechanisms for precise online ideological and political education at universities based on the crowdfunding concept, which involve using university crowdfunding platforms to establish interactive cooperation with internal and external resources, provide continuous ideological and political education and assistance to students, and align with the national initiative for precise online ideological and political education. This approach helps universities build a diverse and collaborative ecosystem for ideological and political education and further promotes innovation and quality improvement in ideological and political education.

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