Enhancement of College Students' Ability of Digital Intelligence and High Quality Employment and Entrepreneurship Led by Ideological and Political Education in Gansu Province Universities in the Post-Epidemic Era--Based on the examination of Northwest University for Nationalities

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Abstract: Since entering the 21st century, the number of college students in China's universities has increased significantly, and the phenomenon of students waiting for employment has gradually intensified. In recent years and the continuation of the impact brought by the occurrence of the epidemic, the employment and entrepreneurship of graduates of universities in Gansu Province has also suffered a major blow. The problem of difficult employment of college students has become a social phenomenon and has attracted wide attention from universities in Gansu Province. This paper researches and analyzes four aspects: the real situation of employment and entrepreneurship of universities in Gansu Province in the post-epidemic era, the resistance to employment and entrepreneurship, the value and significance of ideological and political education to lead college students to high-quality employment and entrepreneurship, and the effective path. It is analyzed that universities in Gansu Province should take the initiative to use the rich resources and powerful driving force brought by the development of digital intelligence, provide a broad learning and practice platform for college students to improve their comprehensive employment and entrepreneurship literacy, and broaden the employment and entrepreneurship channels to accurately carry out employment and entrepreneurship support, such as online and offline comprehensive employment and entrepreneurship guidance, holding science and technology innovation competition, intelligent cloud job fair and other activities. At the same time, under the leadership of ideological and political education, we strengthen the construction of political literacy of college students, help

college students strengthen their comprehensive employment and entrepreneurship abilities, encourage them to adapt to the complex employment and entrepreneurship environment, respond to the requirements of the 20th National Congress report, integrate the theoretical leadership of ideological and political education with the practical ability of employment and entrepreneurship with digital intelligence, and drive college students to high-quality employment and entrepreneurship.

1. Introduction

Employment is the basis of people's livelihood, and youth employment is the top priority of employment work. The scale of college graduates in Gansu Province has been climbing year by year over the years, and in 2022, the number of college graduates in Gansu Province is nearly 190,000, which is nearly 36,000 more than the last year. According to the "2021 Campus Recruitment White Paper" released by MileagePlus, the practical ability test can effectively predict the future job performance of candidates, and the overall practical ability of master's and doctoral students is better than that of undergraduates and fresh graduates at the specialist level and below. Along with the increase in the quantity and quality of college graduates, it makes the overall employment pressure and the fierce competition in job hunting increase. And since 2020, influenced by multiple factors such as the new crown pneumonia epidemic, the economic situation at home and abroad is severe, which has also caused a greater impact on the employment of graduates, the employment situation of 2021 college graduates in Gansu Province is complicated and severe, and the task of "stabilizing employment" and "preserving the employment task of "stabilizing employment" and "preserving employment" is very difficult. A part of the students four years of college also did not clarify their future preferred employment position, resulting in anxiety and confusion after graduation, choose to start their own business, and now innovative entrepreneurial projects are like a spring, it is difficult to come up with a novel idea with a commercial future, just out of school students even if there is a good project, without the support of technical funding is difficult to shape. However, in the post-epidemic era, the digital economy is showing tenacity, it is expected that by the end of 2025, the total size of the digital economy in Gansu Province exceeds 500 billion yuan, and will accordingly breed a large number of new occupations and accelerate the change of employment structure, so the digital economy is one of the important sources of the provincial economy, it is reported that the "Fourteenth Five-Year Plan for Gansu Province "digital economy innovation development plan" proposed, Kunpeng ecological innovation center and Kunpeng computing industry project in Lanzhou High-tech Zone landing construction, Lanzhou e-commerce incubation park, three-dimensional big data Internet of Things intelligent manufacturing industrial park and other park construction accelerated, digital industry development highlights, the above projects in the later work planning, but also the implementation of the Kunpeng talent development plan. Specifically, there is the development of higher education Kunpeng independent controllable technology talent training, joint efforts to build Kunpeng Industrial College, which has been with Lanzhou University of Technology, Lanzhou Vocational and Technical College, respectively, to build a university Kunpeng class, higher vocational Kunpeng Industrial College cooperation, the future gradually spread to universities in Gansu Province. By making good use of the Internet+ environment, we can provide more employment and entrepreneurship opportunities for college graduates. The life of college students in the era of digital intelligence is also influenced by the Internet, and it has become the norm to get learning materials

from the Internet. Of course, the bad information in the network also has a big negative impact on college students. In order to carry out the spirit of the 20th Party Congress and meet the requirements of the new situation and new tasks, colleges and universities should make full use of the ideological and political education to guide college students to be close to the Party, abide by the law, improve the ideological and political quality of college students, avoid the traps and risks of the Internet, promote the overall development of college students, and lead them to safe and standardized high-quality employment and entrepreneurship. The Party Central Committee has made a major strategic judgment in view of the situation - our economy has shifted from the stage of high speed growth to the stage of high-quality development. General Secretary Xi Jinping emphasized in the report of the 20th Party Congress that we should adhere to the theme of promoting high-quality development, so it is urgent to make reasonable use of Civic Education to drive college students to high-quality employment and entrepreneurship.

2. The Real Situation of Employment and Entrepreneurship of College Students in Gansu Province under the Background of the Post-Epidemic Era with Digital Intelligence

Since the outbreak of the epidemic in early 2020, the sudden epidemic has dealt a great blow to the entrepreneurship and employment of college graduates in Gansu Province. On the one hand, because of the epidemic, small and medium-sized enterprises have reduced the number of positions, and most of them have taken measures to postpone the resumption of work, which makes the employment of college graduates in Gansu Province more difficult, and the contradiction between the rising difficulty of recruitment of enterprises and the rising difficulty of employment of college students exists at the same time, making the progress of employment of college graduates in Gansu Province slower than before; on the other hand, due to the backward development of Gansu region, the limited level of education, the policies on On the other hand, due to the backward development and limited education level in Gansu, the policies related to employment and entrepreneurship are not strong enough or difficult to be implemented. In a word, the employment of college graduates in Gansu Province is facing a very serious situation. The "employment dilemma" of college students in Gansu Province in the post-epidemic era, and the corresponding painful and difficult points of college students' employment work, urgently require universities to carry out ideological and political education guidance as well as the use of digital intelligence resources to drive graduates to high-quality employment and entrepreneurship.

(1) The employment competition and employment pressure of college graduates in Gansu Province continue to be high

From the survey data, the overall increase in the number of college graduates in Gansu Province, but the employment rate is on a downward trend, the employment rate in Gansu Province since the epidemic is lower than the national average employment rate. Due to the relatively remote area of Gansu, the teaching level of colleges and universities is backward, the teaching force is far behind that of colleges and universities in the southern region, students studying in Gansu colleges and universities are limited to the usual course of study in their major, and rarely have the opportunity to practice, for example, English majors are limited to learning English, other courses such as business English, foreign trade English, tourism English and other practical courses are only non-essential elective courses, and most of them Many courses are still in the traditional teaching mode. Many courses are still in the traditional teaching mode. When students are employed, there is a lack of competitiveness that can really stand in the society.

In the case of difficult to find a job, and even more difficult to find a good job, many college students will lock their eyes on graduate school and civil service to ease the pressure of employment, to seek a buffer in the hope of obtaining a better platform, so become a bustling army of graduate

school or civil service examinations, but only a few positions that can be fought for by thousands of people. And the sudden epidemic seems to have frozen the pace of recruitment. Affected by the economic and social environment, the number of job openings has also decreased significantly. With a large number of fresh graduates, the decrease in the number of positions also indicates an increase in competitive pressure, and with it, a natural increase in employment pressure. The number of undergraduate and research graduates has increased significantly, no longer the darling of the times, but a member of the era of competition for the weak and strong. So many Gansu Province graduates are facing the embarrassing situation of "graduation that is unemployed", many Gansu college students are waiting for work at home after graduation, and a part of the graduates who found a job salary and their ideal degree know very little.

(2) The number of college graduates in Gansu Province is small and the entrepreneurial drive is insufficient

The 20th Party Congress clearly pointed out that talent is the first resource, implement the employment priority strategy, strengthen the employment priority policy, improve the employment promotion mechanism, and promote high-quality and full employment. High school graduates are the valuable human resources of the country and an important group for promoting employment. In order to thoroughly study and implement the spirit of the 20th Party Congress, and fully implement the decisions and plans of the Party Central Committee and the State Council on the employment and entrepreneurship of college graduates, the Ministry of Education has decided to implement the "2023 National Employment and Entrepreneurship Promotion Action for Ordinary College Graduates", and all colleges and universities should effectively enhance the sense of responsibility and mission, closely combine with the actual situation, innovate ideas and measures However, statistics from 12 universities to Gansu Province show that in recent years, college students in Gansu Province mainly sign employment contracts for employment, the number of entrepreneurship is too small, and the rate of entrepreneurship is generally less than 1%. 2019, graduates of Lanzhou University signing employment contracts accounted for 40.50%, independent entrepreneurship accounted for 3.60%, graduates of Lanzhou University of Technology signing employment contracts accounted for 68.97%, independent entrepreneurship accounted for 0.20%, Gansu In 2020, graduates of Lanzhou University will have employment contracts accounting for 39.12% and self-employment accounting for 2.53%, graduates of Gansu University of Traditional Chinese Medicine will have employment contracts accounting for 80.80% and self-employment accounting for 0.00%, and graduates of Lanzhou University of Finance and Economics will have employment contracts accounting for 40.50% and self-employment accounting for 3.60%, graduates of Lanzhou University of Technology will have employment contracts accounting for 68.97% and self-employment accounting for 0.20%. 0.00%, graduates of Lanzhou University of Finance and Economics signed employment contracts accounted for 52.44%, independent entrepreneurship accounted for 1.34%; in 2021, graduates of Gansu Agricultural University signed employment contracts accounted for 41.79%, independent entrepreneurship accounted for 4.58%, graduates of Gansu University of Traditional Chinese Medicine signed employment contracts accounted for 56.71%, independent entrepreneurship accounted for 0.04%, graduates of Lanzhou University of Finance and Economics signed employment contracts accounted for 47.02% of graduates from Lanzhou University of Finance and Economics signed employment contracts and 0.23% started their own business, and 76.39% of graduates from Northwest University for Nationalities signed employment contracts and 0.74% started their own business[1].

The society is progressing and the economy is developing continuously, but this does not make the employment rate of college students in Gansu Province improve accordingly. Due to the relative economic backwardness of Gansu Province, the entrepreneurship education system of Gansu Province colleges and universities is not perfect, and the influence of entrepreneurship education

and entrepreneurship policy on students is insufficient, although the state has introduced preferential policies to guide college students to start their own business, but the relative lack of funds and conditions in Gansu Province, and the narrow influence of social environment, most students trained by Gansu Province colleges and universities do not have the basic knowledge and skills of self-employment, nor do they have the self-employment The awareness of entrepreneurship, entrepreneurial innovation drive ability is insufficient[2].

(3)Gansu college graduates are more inclined to traditional employment, and the progress of digital intelligence employment and entrepreneurship is slow

Under the influence of the epidemic, the new "home economy" such as "cloud reworking, online consumption, remote office, and online medical care", which has been exploded by digital technology, has been emerging. As an important part of university talent cultivation, the employment of college graduates is an important effectiveness indicator to test the quality of university education, and grasping the "small cut" of employment information technology will lay the foundation for promoting the digital construction of education. However, due to the constraints of the global epidemic of Newcastle pneumonia and the lagging economic development, the education system of universities in Gansu Province is not perfect, due to the business barriers and data silos, and does not pay attention to the use of digital intelligence to cultivate the innovation and entrepreneurship awareness of college students, only relying on traditional information technology, so that the awareness of Gansu's college graduates is limited, that the employment channel is single, most of the universities in Gansu Province cultivate only part-time jobs. Talent, the concept of student employment, is also only to find employment opportunities in developed cities. According to the data, Gansu college graduates tend to choose traditional employment such as signing employment contracts, and have little contact with digital employment and entrepreneurship, mostly employed in private enterprises, state-owned enterprises, and self-employment. In addition, the trend of examinations and research fever, there are some Gansu college graduates choosing to continue to study for the examinations. Colleges and universities should take the lead in popularizing the optimal guidance of digital intelligence for high-quality employment and entrepreneurship, and should digitally and intelligently upgrade the traditional entrepreneurship college to create a digital intelligence entrepreneurship college to crack the dilemma of college students' employment and entrepreneurship. The "Internet+" online job fairs and challenge competitions should be used efficiently to provide graduates with more employment and entrepreneurship-driven platforms and opportunities[3].

3. The Resistance of Employment and Entrepreneurship Dilemma of University Students in Gansu Province under the Background of Post-Epidemic Era

(1) Lack of social awareness experience among college students

The lack of orientation of many college students is also a major reason for the difficulty of employment. First of all, many students are overly ambitious, self-esteem, and only want to find a high salary job, so they are slow to find a suitable job. Now the number of public examinations is increasing, and it is difficult to find a job in the system. Secondly, some students are accustomed to the life in the school greenhouse and choose to escape by dealing with various trivialities in the society alone. There are also some students located in the west for many years, after graduation, they prefer to go to the east to seek more opportunities. The last is that students are shallow in learning and do not improve themselves in time during their studies, and their self-competitive value is low after graduation, especially in the Internet era, various emerging technologies and industrial models will affect the development of enterprises, and college students must master more knowledge in order to better implement entrepreneurial programs[4].

(2) Unclear employment and entrepreneurship goals

Because the number of college graduates is increasing year by year, the supply of jobs exceeds the demand. Many college students should have had the idea of starting their own business, probably due to the influence of the general environment, which led them to start the path of entrepreneurship without even a clear specific goal, and it is often difficult to stick to it at a later stage. At present, because the state encourages college students to be innovative and entrepreneurial, there are many innovative and entrepreneurial projects that already exist now, and it is very difficult to come up with novel projects in the future. The innovation and entrepreneurship projects participated in school are simpler and only stay on the paper, some of them do not need to be really done, so students' practical ability is not improved, and they do not know what kind of managers are needed for real entrepreneurial activities, and it is difficult to get experience and lessons from them [5]. One of the more crucial points is that if there is no clear goal before the start of the venture, the entrepreneurial activity will be difficult to carry out and will often end in failure.

(3) The economic situation is not optimistic

In recent years, the number of graduates from various universities in Gansu Province has been increasing, the employment situation of college students is severe, and many college students face unemployment right after graduation, so some college students choose to start their own business, but the business also faces great challenges. Since the number of jobs in society is limited and the number of college students is gradually increasing at present, so the situation of oversupply is inevitable [6]. For college students who have the idea of starting their own business, they must take into account the economic situation in the society, now, the rising prices have invariably brought economic pressure to people, and the popularity of the Internet has promoted the birth of a number of new industries and also eliminated some obsolete industries, so college students should choose the right development direction when starting their own business and follow the trend of social development, otherwise they will also face the embarrassing situation of being eliminated.

(4) Uneven socio-economic development

At the present stage, China's regional economic development disparity is large, the industrial structure is unreasonable, the eastern coastal areas are economically developed, the central and western regions are backward, and most graduates will be more inclined to the eastern regions and first-tier cities when they consider various factors such as personal career development prospects, quality of life, medical and educational resources when they are employed. Universities in Gansu Province are not geographically advantageous, and their economic and social development is relatively lagging behind [7], so they cannot get the latest technical and educational resources in time. The unequal relationship between position and demand makes it difficult for many students to make a big impact after graduation and to seek more entrepreneurial employment opportunities, leading to talent loss.

(5) The protection system is not perfect

Taking Northwest University for Nationalities as an example, most of the minority students in our university, the economic development level of minority areas in Gansu Province is lower, the quality of basic education is lower, the economic and educational resources received are relatively poor, and the competitive pressure of employment and entrepreneurship is greater. As well as the unique ethnic culture and faith language, there are differences in living habits between minority college students in Gansu Province and Han Chinese college students, which is not conducive to the improvement of communication and expression ability of minority college students [8]. After graduation, employment and entrepreneurship require more opportunities and capital, and once they fail, it is simply difficult to support them alone without sufficient security support.

(6) Low utilization of digital intelligence resources

The existing employment and entrepreneurship models in universities are not systematic enough, cannot be adjusted flexibly and timely according to the changing times, cannot use the resources of digital intelligence platforms reasonably and flexibly lack scientific theoretical guidance for students' entrepreneurship and employment, and are not profound enough, etc. Lack of proper understanding of the connotation of employment and entrepreneurship education, lack of systematic theory, and practice system of employment and entrepreneurship [9]; in addition, the problems at the level of teachers and students also need to be solved urgently. The faculty has less popular courses in Internet digital intelligence awareness, and fewer and lower quality courses in Civics leading high-quality employment and entrepreneurship.

(7) Little integration of ideology and politics intelligence

The traditional ideological and political education of college students mainly relies on the reality of classroom teaching, off-course communication, face-to-face communication, etc., which is about moving with emotion and reasoning. However, in the highly developed network society, college students' thoughts are influenced by social trends and public opinion on the growth of values, the traditional political education model alone may not work, the advent of the "Internet +" era will provide new path options and ideas for teaching ideological and political theory courses in colleges and universities, the "Internet It is also an innovative trend to combine "Internet" and "ideological and political education class" and use them together in the teaching of ideological and political theory class in colleges and universities [10]. As the educators of ideological and political education theory in colleges and universities, they should conform to the requirements of the times and actively explore the effective ways of using "microclass" of ideological and political education theory in colleges and universities, to further improve the effectiveness of education and teaching.

4. The Value and Significance of Ideological and Political Education Leading College Students to Digital Intelligence and High Quality Employment and Entrepreneurship in Gansu Province in the Background of Post-Epidemic Era-Based on the Examination of Northwest University for Nationalities

Ideological and political education is to lead college students to establish a good concept of employment and entrepreneurship and to build correct ideas. At the same time, it also requires the teachers of colleges and universities to deeply integrate the ideological education with digital intelligence, take up the responsibility of ideology first, always bear in mind the fundamental task of "establishing moral education", and inject fresh vitality into the ideological education, which is the value of digital intelligence to the ideological education.[11]

(1) Improve the awareness of college students to prevent risks in employment and entrepreneurship

With the development of digital intelligence, the traditional career guidance education in colleges and universities has been unable to keep up with the rapid development of the times. Traditional employment guidance relies more on the teaching of teachers' experience, but under the influence of the background of the great era, the employment situation and channels are also widening, but the widening of employment channels does not mean that the employment and entrepreneurship opportunities increase employment positions, and the risks that come with them are also increasing, so the universities need to strengthen the leadership of ideological and political education and the integration of ideological and political education and digital intelligence technology. The essence of ideological and political education is a kind of thinking teaching for college students to understand problems, analyze them, and identify things true or false, that is, to use the method of presenting facts and reasoning to influence students with real logic. Ideological and political education provides a correct direction for college students to move forward in

employment and entrepreneurship education and has positive guidance significance. Ideological and political education work in colleges and universities should face and respond to the new requirements and tasks of ideological and political work in the new era, face and respond to the propositions put forward in the digital era, face and respond to the needs and concerns of youth, make full use of the advantages and conditions of the new digital ecological environment, and build up an effective ideological and political education system of digital intelligence .[12]

In recent years, Northwest University for Nationalities has educated students at all levels to raise awareness of fraud prevention, established a three-level comprehensive management group at the school, college, and class levels to conduct propaganda and organized examinations on "Fraud Prevention Knowledge". At the same time, we have carried out the "Three 100s" of Northwestern University for Nationalities (NWNU) and other courses to implement the "Three 100s" of the Civic and Political Science Construction Project, to build a "Big Civic and Political Science" education that integrates scientific research, curriculum, professional and teacher thinking. "The university should not simply put employment skills into the hands of the students. Colleges and universities should not simply teach employment skills, but should lead college students to entrepreneurship and employment through ideological and political education. To improve the awareness of network risk prevention, and to guide the construction of concepts and the establishment of values in the employment and entrepreneurship education of colleges and universities with rich political theories, thus enriching the ideological connotation of employment and entrepreneurship education in colleges and universities .

(2) Enhance the competitiveness of college students' employment and entrepreneurship development

Under the influence of the background of the post-epidemic era, most of the graduates from various universities are facing the problem of difficult employment and entrepreneurship, and the requirements of employers for graduates are improving year by year, and the conditions are getting stricter and stricter, and many positions are experiencing serious shrinkage. [13]Most of the universities in Gansu Province from 2020-2022 the employment rate has decreased in different degrees, such as Gansu University of Traditional Chinese Medicine, employment rate from 83.64% to 78.76%, Lanzhou University of Finance and Economics employment rate from 61.79% to 56.69%. At the same time, faced with the number of graduates is increasing, 2022 Gansu Province college graduates are expected to be 190,000, an increase of 24% over the last year. In the situation that the number of graduates is increasing and the employment situation is bad, how to improve the employment and entrepreneurial ability of college students has become the main problem of all universities in the province. Ideological and political education has an important leading role for college students' entrepreneurial and employment development. It helps to improve the ability of entrepreneurship and employment of college students and helps them to have a correct and new understanding of the current employment and entrepreneurship situation. Unlike the teaching of employment and entrepreneurship guidance in the traditional sense, the employment guidance of college students in the post-epidemic era must follow the development of the times, take ideological and political education as the carrier, apply digital intelligence technology to the employment guidance of college students, to fully improve the competitiveness of college students' employment and entrepreneurship development, enable teachers to better optimize the subsequent stage of employment guidance education work, and further help college students in the future This way, the teachers can better optimize the subsequent stage of career guidance education, and further help the students in the future development of employment to build on their strengths and avoid their weaknesses, and effectively play their professional advantages .

Northwestern University for Nationalities gives full play to the driving role of the first classroom and the second classroom. In the first classroom, the university conducts special studies on

"Situations and Policy" to interpret the current situation faced and integrate the employment situation and prospects of graduates into the classroom. It is emphasized that ideological and political education work is still the lifeline of all school work and firmly grasp the dominant power of ideological and political work in colleges and universities. In the second classroom, Northwest University for Nationalities relies on the Minzu Youth APP to carry out an integrated education assessment from practical education, cultural education, scientific research education, and a total of nine modules to assess the comprehensive quality of school students. To improve the overall quality of students, employment promotion meetings and employment and entrepreneurship promotion weeks are held from time to time. In 2020-2021, the employment rate will increase significantly from 51.40% to 87.26%, and the employment ratio will be improved and the structure will be more reasonable. Relying on the digital intelligence platform to strengthen the thinking education and the training of employment and entrepreneurship abilities to lead college students to improve their comprehensive competitiveness, understand the development of society and the employment situation of the times, guide college students to accurately position themselves, enrich their own strength, stable employment and good employment.

(3) Promote college students to establish a correct concept of employment and entrepreneurship

Ideological and political education can guide students to establish a correct view of employment and entrepreneurship and ease the employment pressure of contemporary college students under the influence of the times. At present, some graduates have a kind of employment psychology that lacks vision, is unrealistic and profit-oriented, and have high requirements for their jobs and salaries. At the same time, most students choose to work in developed cities, choose to go to the grassroots, remote areas for employment of fewer and fewer people, it leads to the imbalance in the structure of job demand. To this end, universities in Gansu Province vigorously develop talent training programs to encourage more college students to stay in Gansu, stay in the northwest to contribute to the development of Gansu young power. Northwest University of Nationalities actively guides graduates to work at the grassroots level or to work in new employment, forms, small and medium-sized enterprises, and mobilizes graduates to participate in the national "Western Program", "three support" and other grassroots employment projects. Through the ideological and political education courses such as "Introduction to Xi Jinping's Socialist Thought with Chinese Characteristics in the New Era", students' ideological awareness is improved, their national sentiments are stimulated, and they are motivated to put their employment and entrepreneurial ambitions into practical action . Human consciousness determines human behavior, and ideological and political education can promptly correct the wrong employment and entrepreneurial thoughts of college students, and under the guidance of school education thus making the right choice. It is the inevitable development trend of the times to integrate ideological and political education into various professional disciplines and make it a part of daily learning. In the increasingly severe employment form of college students, in order to guide college students to establish a correct employment and entrepreneurship concept and promote high-quality employment of college students, it is necessary to solve the employment and entrepreneurship problems of college students by means of employment and entrepreneurship training and psychological counseling and improve their employment skills. At the same time, college students need to conform to the direction of social development when choosing employment and entrepreneurship, and college students need to consider not only their own development, but also the development of the country and society, to better serve the society and the country.[14]

5. Effective Ways to Lead College Students' High-Quality Employment and Entrepreneurship by Digital Intellectual and Political Education in Gansu Province Colleges and Universities in the Background of Post-Epidemic Era--An Examination Based on Northwest University for Nationalities

(1) Improve the online and offline ideological and political education platform of university digital intelligence ideological and political education, and strengthen moral education and legal concepts.

Ideological and political education course is the key course to implement the fundamental task of moral education in universities. The construction of the online platform caters to students' learning style while students can choose more suitable courses according to their own interests, getting rid of the limitation of time and space to realize all-time teaching. At the same time, through the implementation of campus network development platform, the creation of campus network practice platform, strict regulation of network behavior management, the construction of network literacy education practice system, the comprehensive strengthening of college students' network knowledge education, network ability cultivation, network moral cultivation so as to comprehensively improve college students' network literacy, and then promote the construction of college network ideological and political education ecology with the improvement of college students' network literacy, and realize the construction of college network ideological and political education ecology and college network. The ecological construction of college network ideological and political education and the improvement of college students' network literacy are two-way cycles and realize good interaction. To realize ideological and political education integration and innovation, scene application and value co-creation under the traction of technology and data drive, it is necessary to strengthen the construction of digital intelligence infrastructure for ideological and political education. The product spawned in this era of digital intelligence is inevitably the interconnection and integration of all things. As for now, it is difficult for universities in Gansu Province to realize intelligent education services. Thus, the integration of technology hotspots will become a breakthrough point to help the transformation of ideological and political education infrastructure into digital wisdom. President Xi Jinping emphasized that "we should educate and guide the majority of Internet users to abide by the Internet order, surf the Internet according to the law, be civilized, express rationally, participate in an orderly manner, enhance the ability to distinguish right from wrong and resist Internet rumors, and jointly create a clear and upright Internet environment." The network is not a place outside the law, and college students are a major part of Internet users, and they should also speak carefully on the network, and universities in Gansu Province should strengthen the education of college students' network literacy, eliminate the dissemination of false information and reduce the occurrence of network fraud. Northwest University for Nationalities in recent years grasp the implementation of tasks, strengthen the ideals and belief education and ideological leadership, build a strong thinking and political work team, strengthen the construction of teachers, promote the work of innovation, and carry out the thinking and political science class cloud classroom, thinking and political science class cloud classroom practice way is an exploration and attempt of teaching methods of thinking and political science class, focus on the role of new media and new technology in practical teaching, deepen the practical teaching reform of thinking and political science class, further explore To solve the problems of low participation rate, low coverage, insufficient experience and low sense of acquisition in teaching Civics and Political Science class, through mobile, scenario-based and visualized practical activities, to guide young students to move from emotional resonance to rational recognition of teaching content, and to make Civics and Political Science class really come alive.[15]

(2) Strengthen the cultivation of the practical ability of entrepreneurship and employment in colleges and universities, and expand the channels of entrepreneurship and employment in multiple dimensions.

The employment and entrepreneurship of college students in the era of digital intelligence is no longer confined to offline recruitment and offline entrepreneurship, how to be flexibly employed and innovatively employed has become a major problem for college students and the risks faced in the current postepidemic context also require college students to have a higher level of flexibility and adaptability, improve the ability to combine innovation and entrepreneurship employment with professional ability, and the work of Civic Education in the new era should aim at human-computer synergy and maximize The new era of Civic Education should aim at human-computer collaboration and maximize the boundary of digital intelligence creation. Civic education workers need to actively dovetail with the artificial intelligence industrial revolution, make full use of new technologies and means to ensure accurate docking that produces high-quality education, and improve the digital intelligent civic service system, thus creating a digital intelligent ideological and political education community. Ideological education needs to maintain sentiment and release temperature so that the effectiveness can be constantly reflected. Colleges and universities should launch diversified cultivation of employment and entrepreneurship for students of different nationalities. While optimizing online and offline employment and entrepreneurship resource support, they can also integrate and utilize high-quality alumni resources to help students broaden their employment and entrepreneurship choices through experience sharing with seniors and employment support of alumni enterprises. Universities in Gansu Province should guide students to know and understand the work they are engaged in from the perspective of career rather than occupation, focus on the strategic needs of the country, enhance their innovation ability, immerse their thoughts with the 20th Party Congress, and contribute to the development of the new era. Northwest University for Nationalities insists on cultivating people and talents, and takes the "Internet+" competition as an important way to cultivate the mass entrepreneurship and innovation force, insists on promoting learning through competition, teaching through competition, and creating through competition, and integrates innovation and entrepreneurship education into the whole process of talent training. In addition to the implementation of the implementation plan of the "Strong Foundation Initiative", the university has launched "one competition for one major", encouraged students to actively participate in various competitions and scientific research training at all levels, and supported undergraduates to participate in one discipline competition and one scientific research training project during their school years; Northwest University for Nationalities, through Northwestern University for Nationalities (NUFN), by continuously improving the selection mechanism of school competitions, organizing training camps, carrying out special training, and deepening the integration of specialization and innovation, has opened up channels and built platforms for students to carry out innovative and entrepreneurial activities, and fully explored the innovative and entrepreneurial potential of college students. Compared with traditional entrepreneurial employment, universities relying on Internet+ technology for entrepreneurial employment can better manage digitally, make accurate guidance to students, enable students and instructors to communicate in real time to get rid of spatial limitations, achieve timely exchange of market information and analyze future market trends in advance.

(3) Cultivate the correct employment and entrepreneurship concept of college students in the new era of university numerical intelligence, and make every effort to ensure the precision of employment and entrepreneurship.

The rapid development of digital intelligence accelerates the transformation of human society from a binary spatial order to a ternary spatial order, and clearly gives wisdom, wholeness, and dynamic characteristics to the governance of higher ideological and political education in the age of

intelligence. For college students, how to integrate their personal dreams with the destiny of their families and country, and establish a correct employment concept to realize their personal value, it is indispensable for the correct ideological and political education of college students to guide them to go to the grassroots and minority areas, break the traditional barriers, adapt to the trend of the times, and better guide them to join the industry they are suitable for through online guidance and offline practice to shape Excellent view of employment and entrepreneurship. Universities in Gansu Province should guide college students to have a clearer cognition of their future employment planning and shape a global view, understand the future development of the country, and motivate them to improve their comprehensive ability as much as possible during their college years. One-to-one accurate grasp of graduation students' academic completion, the establishment of home-school communication mechanisms for students who have difficulties in graduation, two-way interaction to promote students' smooth graduation, and reduce students' academic pressure. To play the role of exemplary leadership of party members, they should take the lead in employment and drive the students around them to employment, classify the graduates according to their academic, psychological, life, and ideological aspects, and precisely guide them to employment. We pay high attention to students with graduation difficulties as well as those with employment difficulties, make practical plans, and guide graduates to reasonable employment with correct employment concepts. Taking Northwest University for Nationalities as an example, the university "helps to navigate" the employment of unemployed graduates and guarantees the maximum employment and entrepreneurial support for students by cooperating with enterprises, and Northwest University for Nationalities continuously innovates the employment model with a professional, expert and relatively stable employment and entrepreneurship guidance teacher team, and strengthens online employment activities and services in multiple forms. The university also provides various online employment activities and services to provide graduates with "real-world" advice. In addition to making good use of online platforms such as video double-selection meetings, online lectures, video interviews, and live classes, instructors closely contact the employers and research the needs of enterprises to ensure that every graduate does not fall behind in their job search.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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