

# Analysis of the Cultivation and Shaping Mode of University Talent Values in the Digital Age

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## Abstract:

Digital technology has had an all-round impact on people's thinking, thinking mode and even values, which makes the talent training in colleges and universities face profound changes. Digital technology has gradually spread to the field of education, providing the possibility for cultivating the all-around development of people, forming a "decentralized" education ecology and implementing "teaching students under their aptitude" precision education. Under the digital age, college teachers must clear positive innovation of higher education, improve attention on talent values training, namely firm patriotism and ideal faith, set up scientific talent values, strengthen the ideological and political education in colleges and universities, and from the digital teaching materials, teaching aids, multidisciplinary integration, to explore its dimensions and promote higher education personnel training digital, shaping new advantages for national education development.

## Keywords:

Digital age  
Value training  
Talent shaping mode

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## 1. Introduction

General Secretary Xi Jinping proposed at the National Education Conference that "Education is an important plan for the country and the Party. Talent is the first resource. We should adhere to the principle of the Party managing talents, gather the world talents and use them, and accelerate the construction of a strong talent country"

<sup>[1]</sup>. The construction of a talent team in China has achieved remarkable results, but many shortcomings remain. One

of the most important problems is that the scientific talent value training mode has not yet been formed in college education, which is not conducive to improving talent training quality in colleges and universities and the healthy development of higher education. Based on an in-depth analysis of the current situation of talent values education in Chinese universities in China, this paper explores the establishment of a talent values education model in universities in the digital age by drawing on

the advanced experience of talent values education of universities at home and abroad <sup>[2]</sup>.

## 2. The integrity and innovation of higher education in the digital age

The teaching reform of colleges and universities is a constant topic. Ways to maintain a clear understanding of the sustainable development of colleges and universities in the digital environment, and how to understand the integrity and innovation of the digital era and the sustainable development of higher education. In this context, integrity is to adhere to justice, which means to adhere to the right way, inherit a good culture, adhere to the correct political direction, improve their position and adhere to their position; the so-called “innovation” is to apply new ideas and principles to the actual work of the school, to make new achievements in cultivating new talents <sup>[3]</sup>.

(1) In the digital age, it is important to focus on the core issue of who to train people, strengthen the Party’s work in colleges and universities, implement the Party’s educational policy, “stay true to our original aspiration and keep our mission firmly in mind,” educate people for the Party and the country and implement the fundamental mission of cultivating people through virtue. Colleges and universities should comply with the new requirements of the digital age and education digitalization and strive for a new era of national revitalization, and make contributions to the future development of China <sup>[4]</sup>.

(2) Under the background of digitalization, colleges and universities should focus on “people-oriented” as the core, “adapt to social development” as the main line, and “adapt to the new period under the new situation” as the goal. This is the starting point, foothold and destination of university information construction. At the same time, with the advent of the digital, the talent requirement is more and more diversified. Colleges and universities should not only to training goals and norms of scientific planning but also reflect the characteristics of flexible

school conditions and classification ShiCe to cultivate more party and national career development of all kinds of talents.

(3) In the digital society, the use of digital technology is becoming increasingly common, which has brought many changes to our education and teaching methods. For example, in the case of COVID-19, online teaching has played a great role in teaching. Therefore, it is important to summarize the experience and deficiency of digital teaching to provide a reference for future education and teaching reform work. The continuous development of digital technology has partly replaced the previous teaching methods and given new digital capabilities, both an opportunity and a challenge. Human sustainable development is the core of the sustainable development economic, social and ecological, and the university is the key battleground to cultivate talents. Therefore, schools should actively do their work and actively explore under the guidance of education informatization, innovative talent training and teaching methods, and reconstruction of the education teaching ecosystem <sup>[5]</sup>.

## 3. Cultivation of university talent values in the digital era

In the digital era, cultivating talent values in universities faces new challenges. In a complex society interwoven with multiple cultures, the development of talent values education in universities is facing great challenges. From the perspective of the external environment, countries worldwide have introduced digital development strategies to increase the investment and development of digital technology, which brings new opportunities to the talent value education in Chinese universities. From the perspective of the internal environment, the extensive application of digital technology also brings new challenges to the value of the education of talents in universities. For example, applying digital technologies such as big data, cloud computing and artificial intelligence not only brings opportunities to the value education of talents in universities but also makes

them face greater challenges. Therefore, colleges and universities should focus on cultivating talent values <sup>[6]</sup>.

### 3.1. Firm patriotism and ideals and beliefs

Patriotism is the spiritual core of the Chinese nation to safeguard national independence and national dignity, and it is also an important embodiment of the core socialist values. In the digital age, cultivating talent values in colleges and universities should adhere to the correct political direction, carry forward the spirit of patriotism, and cultivate noble moral sentiment. As General Secretary Xi Jinping has pointed out, “We must educate people for the Party and the country, implement the fundamental task of cultivating people by virtue, strengthen education in core socialist values, comprehensively improve the quality of independent training of talents, and strive to cultivate top-notch innovative talents.” Cultivating college talent values is an important task of college education in China and an important part of college students’ ideological and political education. Ideal and faith are the spiritual driving forces for the formation and development of values and are the value goal and value orientation. Cultivating talents and values in colleges and universities should be carried out in patriotism education throughout. Only by setting up the lofty ideal can they consciously put their struggle into the great cause of national and national development, the realization of personal value and make contributions to the cause of the party and the people together, become qualified builders and reliable successors to the cause of socialism with Chinese characteristics, to achieve the great rejuvenation of the Chinese nation to strive for the Chinese dream.

### 3.2. Establish scientific talent values

“Education-oriented, moral education-first” is the goal of talent training in colleges and universities. “De” has different connotations in different cultural backgrounds, but its core is morality. “Virtue” is the basis and premise of the existence of “people,” so it is important to pay attention to cultivating the moral quality of talents in education. In the digital age, colleges and universities should combine ideological and political education with the network to help talents establish scientific talent values and make pursuing talent value more comprehensive. On the one hand, in the process of

deepening higher education reform, it is important to put ideological and political theory education in the core position. Colleges and universities can cultivate talents with a solid theoretical foundation by strengthening the teaching of courses in this field. They should not only have a deep understanding of Marxism’s basic principles and methodology but also be able to use this knowledge to guide practice and solve practical problems. Such an education model aims to cultivate students’ firm political stand and correct values and to lay a solid ideological foundation for their future social service and development. On the other hand, it is necessary to strengthen the ideological and political education network and actively guide college students to deeply study and master the advanced cultural concepts and technologies in the Internet era. Through such education, it can help them to establish the correct network moral awareness, cultivate healthy network behavior habits form a good self-protection mechanism in the digital world and contribute their strength to the construction of a harmonious network environment.

### 3.3. Improving ideological and political education in colleges and universities

In the digital age, ideological and political education development in colleges and universities is facing great challenges.

- (1) In the digital age, the change in how college students can obtain information makes them more likely to be polluted by all kinds of bad information in society, which leads to the distortion of their values and the lack of morality.
- (2) Cultivating talent values in colleges and universities also needs digital technology. In the context of the digital age, students have more and more channels to acquire knowledge, which brings great convenience to students. However, with the rapid update and dissemination of network information, the channels for students to obtain information are more and more extensive and convenient.
- (3) Students are easy to be affected by all kinds of bad information, resulting in the distortion of values and the lack of ideological and moral problems. Therefore, when carrying out

ideological and political education in colleges and universities, teachers should make full use of digital technology to give full play to the role of the Internet platform, realize synchronous online and offline teaching, help students master theoretical knowledge in practice, and conduct self-learning, self-reflection and self-evaluation through theoretical guidance and practice.

- (4) Big data technology helps teachers identify problems and deficiencies in students' learning processes in a timely manner and effectively solve these problems and deficiencies to continuously improve students' ideological and moral quality.

## 4. The shaping mode of university talents in the digital era

### 4.1. Reform of digital teaching materials and teaching aids

Over time, record methods and materials have changed. In the process of human development, knotted rope, tortoiseshell animal bones, cliff inscriptions, bronze inscriptions, bamboo slips, sheepskin, etc., especially papermaking and printing, reduce the manufacturing cost of publishing media, print books and printing media used as books and reference books, teaching has corresponding to education, and reading is in a certain sense equivalent to learning and accept. In addition, with the acceleration of the digital process in China, the rapid development of electronic publications, network search and other technologies represented by artificial intelligence, emerging education and teaching modes such as SPOC, flipped classrooms, mixed learning, and micro-class emerge in an endless stream.

In different historical stages, the types of teaching aids are also constantly changing, from clay panels, stone slabs, and wood boards, to rubber boards, projectors, slides, to multimedia. Under the background of digitalization, it has become an obvious trend for teaching auxiliary equipment to develop intelligent teaching software. At the same time, the computing means of computers are also changing, from the hands and feet count, abacus, abacus, calculator, and then to the computer, much large-scale complex computing,

conjecture and proof, have been cracked one by one, the speed and capacity of computing are continuing to improve, promoting the digitalization of education.

With the continuous development of teaching materials and teaching aids, the pace of talent training in colleges and universities also needs to keep pace with this era and constantly update and learn knowledge. In the digital world, teachers in education and teaching advantage more and more, teachers and students at the same starting point. In a sense, their interest in new things, ability and level is higher than teachers, so the boundaries between them are blurred, and the relationship between teachers and teachers is constantly in the adjustment and optimized.

### 4.2. Focus on student development

The three factors of curriculum, teaching and evaluation constitute the center of teaching and have always been the object of people's attention, research and discussion <sup>[7]</sup>. Due to the demand for talents, teaching materials, and teaching aids, teaching methods have gradually changed from teachers' scripted teaching and students' rote memorization to education and teaching methods centered on student development, student learning and learning results.

Second, in the process of teaching practical operation, the needs of the digital age and the results of digital technology better into education, introduce the vivid digital case into education and learning, let the students' vision become wider, let them in the background of digital, to solve the problem of more open, to explore what interested in, strengthen their digital knowledge reserves, improve their digital skills, moral consciousness and sense of responsibility.

In addition, college teachers should evaluate the digital quality of students, guide them to carry out digital practical operations, improve their digital learning level and create a sustainable growth environment for them. In addition to the innovation of classroom teaching and to improve the digital platform and situation, enhance the collaboration between schools and enterprises, mobilize the enterprise for teachers and teachers in the digital environment to create practice places and conditions, let the company and university sharing laboratory, share theory and experience, participate in and develop case

teaching and guidance, digital education and teaching services, accelerate the education digital process, efforts to create a new track in the development of higher education and new advantages<sup>[8]</sup>.

### 4.3. Interdisciplinary integration

At the end of 2023, the Ministry of Education issued “About Deepening the Academic Degree and Professional Degree Graduate Education Classification Development of Opinion,” the “opinion” clearly put forward: “Universities to implement the relevant provisions, based on maintaining a certain, to mutual penetration between the secondary disciplines, form a complete secondary discipline system”<sup>[9]</sup>. Professional degree classification to actively adapt to the needs of industry for digital talent, not only in the current professional degree classification increase the direction of digital education and content, and the new digital-related professional degree of scientific argument, especially to the guidance of scarce discipline development list, promote more interdisciplinary learning, emphasize digital related skills, improve the students’ digital professional quality<sup>[10]</sup>.

According to the requirements of the National Implementation Plan for the Reform of Vocational Education, vocational education should focus on “technical skills personnel,” accelerate the construction of a modern vocational education system and take digital technology, information technology, software engineering, big data and other related majors as the key support areas of vocational education. To this end, the Ministry of Education 2021 ordinary institutions of higher learning of undergraduate courses, for the record and the results of the notice, released the “Big Data Management

and Application” professional degree category, data science and big data technology, data analysis and mining, intelligent manufacturing engineering and other professional direction in the record list, and carried out the national pilot work. In addition, the Ministry of Education has added a new direction of “digital economy” in the Catalogue of Graduate Education Majors (2022). “Digital education” and “Talent training” are also put forward<sup>[11]</sup>. For example, applied economics especially introduces the great development opportunities generated by the digital age and establishes a “digital economy” sub-subject. In its connotation, in addition to big data analysis, it also includes financial data analysis, statistical data mining and machine learning, biomedical medicine and public health data collation. It focuses on cultivating data engineers, data analysts, data scientists and other talents. This also means integrating data science and big data technology has become a new development trend<sup>[12-15]</sup>.

## 5. Conclusion

With the continuous development of the digital age, the research on the cultivation of talent values and the shaping mode of colleges and universities will be deepened. Colleges and universities should change the needs and requirements of talents, innovate methods, and improve the mechanism of talent by strengthening the political education of talents, improving the values of talents and guiding students to establish correct values by carrying out relevant activities, to train high-quality talents who meet the requirements of the new era and the needs of social development, and make greater contribution to the development of the socialist cause in China.

### Disclosure statement

The author declares no conflict of interest.

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